

# The National Underwriter

## LIFE INSURANCE EDITION

THURSDAY, SEPTEMBER 25, 1924



**PAUL HAWKINS**  
Four years ago a country-towns agent—recently promoted to state manager of Ohio

### *The* **PEORIA LIFE INSURANCE COMPANY**

offers to its agents  
a program of constant  
all-year-round service—the  
practical kind of service that  
makes them successful  
and prosperous.



Co-operation  
Headquarters  
Peoria Life Home Office Building

1924 SEPTEMBER 1924

SIN MON TUE WED THU FRI SAT

## Helping with the Sale —and Afterward

There must be something out of the ordinary in Peoria Life policy contracts, something unusual about Peoria Life service to its agents. Otherwise the Peoria Life Agency Force could never have brought its business in force to the Hundred Million mark in the short space of sixteen years.

But life insurance has this peculiarity, that a sale is not closed by a single selling. Every year the insured buys his policy anew. Every time he pays a premium, he must revive the intention and repeat the decision with which he signed his original application. New business is important, but a consistent renewal record is just as essential if an agent expects to get ahead and make a success in the business.

Peoria Life Service helps Peoria Life agents in getting business, and it helps them also in the important matter of holding it. The effectiveness of this service may best be judged by its results:

**After deducting death claims, matured endowments, and terminations from every source, the Peoria Life has for years maintained a net renewal rate of better than ninety percent.**

Incidentally this record is a pretty good indication that Peoria Life policyholders are satisfied and happy in their relations with the Company. And that is another big asset for Peoria Life agents.

PEORIA LIFE INSURANCE COMPANY—PEORIA, ILLINOIS

# RELIANCE LIFE INSURANCE COMPANY

## of PITTSBURGH

### 1924 AGENCY CONVENTIONS

#### EDGEWATER BEACH HOTEL

Chicago, Ill.

Sept. 10th-11th-12th

T. J. Bacot, Supervisor  
V. J. Adams, Supervisor  
John Bullard, Supervisor  
T. P. McCormack, Supervisor  
F. C. Aydelott, Supervisor  
G. T. Elmgren, Organizer  
C. M. Heublein, Supervisor  
C. H. Cobourn  
Mr. and Mrs. C. P. Unverferth  
G. L. Mehleck  
R. E. Greiss  
L. H. Feder  
B. Benson  
A. T. Rossi  
H. B. Harpham  
Elihu Harpham  
R. L. Harpham  
E. J. Austin  
Mr. and Mrs. R. W. McAllister  
Mr. and Mrs. J. E. Golden  
A. C. Pitts  
Mr. and Mrs. W. D. Shaw  
Mr. and Mrs. S. Altrowitz

W. F. Dahlstrom  
Bennett Taylor  
F. M. Link  
Mr. and Mrs. E. J. Ryan  
Floyd Earl  
Mr. and Mrs. M. I. Bernstein  
S. I. Rosenberg  
Mr. and Mrs. A. Siegel  
R. L. Harpham  
Mr. and Mrs. J. P. Barden  
M. E. Barden  
R. A. Kramer  
Mr. and Mrs. C. C. Lau  
Mr. and Mrs. F. M. Walsh  
M. J. Ciagne  
Mr. and Mrs. J. H. Liddicoat  
W. D. Hill  
V. O. Whiting  
William Cunningham  
T. O. Riley  
C. G. Henderson  
William W. Rogers  
Hinda Williams

W. L. Wilhoite, Supt. of Agencies and Mrs. Wilhoite

N. D. Guy  
J. F. Grammer  
Mr. and Mrs. C. H. Thompson  
Mr. and Mrs. W. C. Mabry  
M. C. Stackhouse  
I. L. Miller  
J. Krawetz  
Mr. and Mrs. L. W. Garrett  
H. D. Herring  
Mr. and Mrs. G. V. Cleary  
Mr. and Mrs. C. H. Hartzell  
H. H. Nelson  
Mr. and Mrs. H. Leyton  
A. Michelson  
M. R. Bradley  
W. J. Ridge  
E. G. Huber  
Hatler Johnson  
G. W. Snodgrass  
Elaine Lewis  
J. L. Russell  
E. P. Osborn  
W. S. Hall

C. F. Young  
R. L. Stratton  
V. R. McCalla  
W. G. Erskine  
G. T. Holland  
P. M. Boyce  
Mr. and Mrs. L. G. Stephen  
Mr. and Mrs. A. G. Gainey  
Mr. and Mrs. P. O. Colson  
E. O. Smith  
A. L. Flurry  
J. A. Parthun  
Mr. and Mrs. A. Goduto  
Mr. and Mrs. J. C. Shinpaugh  
J. R. Harmes  
Mr. and Mrs. Ben Raich  
E. J. Deneen  
I. J. Harris  
Mr. and Mrs. H. I. Rosenberg  
Mr. and Mrs. I. B. Jacobson

#### BROADMOOR HOTEL

Colorado Springs, Colo.

Sept. 15th-16th-17th

W. L. Baldwin, Supervisor  
H. F. Sleeper, Supervisor  
Tom Pruett  
Abe Carroll, Jr.  
Mr. and Mrs. C. E. Helm  
Mr. and Mrs. J. A. Bonnett  
Mr. and Mrs. M. D. Lewis  
C. B. Cox  
T. A. Dickson  
Mr. and Mrs. W. C. Krauss  
Mr. and Mrs. R. H. Pearson  
Mr. and Mrs. J. W. Lanning  
J. K. Moore  
Mr. and Mrs. J. C. Kirby  
L. A. Hanley

W. C. Smedes  
Mr. and Mrs. E. L. Klein  
A. E. Clark  
Mr. and Mrs. W. R. Meredith  
R. A. Peak  
Mr. and Mrs. C. L. Huffhines  
F. W. Maule  
Mr. and Mrs. J. H. Rose  
E. C. Flick  
Mr. and Mrs. R. Smale  
Mr. and Mrs. E. W. Armstrong  
Mr. and Mrs. A. B. Joseph  
H. E. Rylatt  
M. S. Long  
H. G. Scott, Jr.

Angus Allmond, Supt. of Agencies and Mrs. Allmond

A. P. Harwood  
Mr. and Mrs. W. J. Benston  
T. J. McNally  
Mr. and Mrs. K. A. Borah  
Mr. and Mrs. A. A. Roser  
Mr. and Mrs. L. R. Fulmer  
S. L. Clark  
A. M. Zigler  
Mr. and Mrs. A. D'Amico  
N. T. Shumate  
J. G. MacConnell  
C. C. De Vore  
Mr. and Mrs. Kenneth Gideon  
B. A. Parish  
Mr. and Mrs. E. H. Miller

Mr. and Mrs. J. R. Barkley  
Mr. and Mrs. L. F. Thomas  
Mr. and Mrs. N. D. Gill  
F. C. Glead  
N. T. Cunha  
Paul Hevener  
W. J. Scroggin  
Mr. and Mrs. G. C. Humke  
R. J. Wilkes  
J. Reuther  
Mr. and Mrs. Ray Pindal  
Mr. and Mrs. L. A. Talbott  
Mr. and Mrs. G. A. Pleus

#### GREENBRIAR HOTEL

White Sulphur Springs, Va.

Oct. 6th-7th-8th

N. S. Tomlinson  
O. S. Anderson  
G. C. Arant  
O. W. Bridges  
W. H. Cammack  
L. D. Carkhuff  
J. B. Carver  
V. P. Cherry  
R. E. Christenberry  
J. T. Cooper  
F. W. Duboise  
J. D. Edwards  
J. E. Gilbreath  
S. C. Hunt  
G. G. Lamar  
J. P. Manley  
J. A. Miller  
J. T. McKee  
W. L. Parks  
G. W. Proctor  
S. C. Sanders  
W. E. Shackelford  
W. J. Smith  
Wm. Vaughan, Jr.  
M. C. Walters

S. L. Lowry  
L. L. Davis  
J. F. Pixton  
F. J. Niver  
J. E. Willis  
G. W. Knight  
Mrs. Daisy V. Kal  
J. W. Moore  
H. R. Zimmerman  
E. E. Selman  
D. A. Avant  
H. H. Rabb  
W. H. Lacy  
A. J. Proctor  
J. A. Darxy, Jr.  
J. E. Dunaway  
J. E. Odum  
E. M. Perce  
F. T. McElreath  
P. W. Thompson  
I. H. Davis  
J. E. Jameson  
W. W. Britt  
A. Hitch  
R. J. Alfriend, Jr.

C. S. Willcox  
P. B. Weaver  
Andrew Johnson  
J. Gauthier  
J. C. Doyle, Jr.  
F. J. McHugh  
C. M. Thumma  
R. C. Marsh  
L. V. Bollinger  
P. L. Hocker  
T. B. E. Spencer  
N. C. White  
H. G. Link, Jr.  
Edgar L. Jones  
Miss Louise Alexander  
T. A. Taylor  
N. L. Garner  
W. H. Currie  
Bunn Hearne  
E. G. Norwood  
E. P. Norwood  
H. H. Hutton  
Albert Snedeker  
A. C. Burns  
D. Z. Lowry

F. J. Trammell  
J. C. Federer  
L. L. Wilson  
Grant Fry  
A. L. Austin  
H. P. Rowe  
Ralph Young  
W. T. Snyder  
F. W. Kremer  
T. L. Davin  
R. C. Whitacre  
E. K. Schellentrager  
S. Alexandre  
Wilson Slick  
A. T. Ninness  
P. F. Sheedy  
J. A. Quinn  
E. P. Layton  
L. E. Umstead  
H. C. Cozza  
D. G. MacPherson  
L. F. Conrad  
S. B. Cummings  
H. M. Krexs  
W. L. Phipps

F. Berlyn Thomas  
J. F. Jeha  
L. H. Heyl  
H. E. Kruse  
S. M. Seton  
R. S. Young  
G. S. Panone  
P. Giannattasio  
C. H. Weaver  
Jacob Rall  
C. L. Neeler  
A. L. Caprini  
A. M. Stull  
F. E. Grabill  
V. Ryschaneck  
W. B. Daniels  
H. L. MacCartney  
H. T. Burnett  
J. H. Klingler  
Scott McCormack  
Jamison Gregory  
Layton Eakins



# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Eighth Year, No. 39

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, September 25, 1924

\$3.00 Per Year, 15 Cents a Copy

### WIDESPREAD INTEREST IN NON-MEDICAL PLAN

Aetna's Announcement, Following Prudential's, Startles Fraternity

### IDEA SPREADING RAPIDLY

Indications That It Is Gaining in Popularity in This Country and May Become General

NEW YORK, Sept. 23.—The second startling announcement within a month showing the tendency toward life insurance without medical examination was made when the Aetna Life announced last week that on business examined within two years up to \$10,000 additional could be issued without medical examination. While limited to the company's own policyholders, this is still probably a more significant move than that made by the Prudential a few weeks ago when it announced that it would write 20-year endowments up to \$2,000 without examination. Majority opinion seems to be that the action of these two companies indicates a general movement which will soon be followed by other companies.

#### Is Important Move

One of the general agents in this city says that because of the Prudential's limitation of its liberal policy to industrial agents who have been with the company over one year, its action will probably not affect the life insurance fraternity as much as that of the Aetna. The Aetna Life does not limit its acceptance of unexamined business to any endowment, even convertible term insurance being acceptable on this basis. It does not limit it to policies in amounts of \$2,000. Neither does it say that the agent who writes this class of business must have been with the company any particular period. If a life insurance man without any connection is looking for a company, the Prudential plan would not attract him because of the fact that he would have to be with the company a year and would have to work on an industrial debit before he could have the benefit of the plan while the Aetna is open to any agent of the company.

A company as well established as the Aetna Life has an enormous clientele for its agency force to work upon and this announcement should therefore be a great stimulant to new business. The idea of issuing insurance to policyholders who have passed examination within two years and is not absolutely new as the Travelers and the Connecticut General and perhaps others have been setting aside one month each year during which this privilege has been available.

#### Outcome Will Be Watched

Whether or not the Aetna Life can expect a good experience on unexamined business is a question upon which all are not agreed. There are many reasons to believe that policyholders exam-

### CALL FOR THE GOLFERS

#### TOURNAMENT WILL BE HELD

Pan-American Life Will Give a Dinner to Contestants at American Life Convention Outing

The American Life Convention golf tournament will be held Oct. 13-14, at the New Orleans Country Club in New Orleans, two days before the annual meeting. The Pan-American Life will be the host at a dinner to the golfers on the evening of Oct. 15.

The qualifying round will start at 8:30 a. m. the first day. There will be a prize for the low gross score. In the putting contest on this round, there will be a prize for the low gross and second low gross. The first round will start at 1 p. m. for a match play. The second round will start at 8:30 the next morning. The finals will be played off in the afternoon. There will be one prize for the winner and one for the runner-up in each flight.

The consolation handicap, 18 holes, medal play, will be open to all players, except those in flight finals. The prizes are: (a) for low net score, and (b) for second low net score.

A prize will be awarded to the player having the lowest net medal score for any single 18 hole round played during the tournament after the qualifying round.

#### Half Rate Plan Cancelled

The responses regarding railroad rates indicate that the convention will not have 250 certificates for half fare return presented which will meet the many requirements of the passenger associations. Many of the responses indicate a preference for the winter tourist rates which carry stopover privileges and cost only a small amount in excess of the fare and one-half rate. Hence, the proposed arrangement for half rate on the return trip must be cancelled.

#### Vital Questions to Come Up

The executive committee is very anxious for a large attendance of members. A number of vital questions are coming up at New Orleans. The program is unusually practical and interesting.

Among matters of special interest will be the following reports: Special committee on American Service Bureau, special committee on under-average lives, special committees on lapsation and total disability, several standing committees.

ined within two years form a selective group. The requirement of a written statement of health, of course, eliminates many bad risks. A regular inspection report will be required, and this is the principal factor in making the system sound. The theory is that the companies are not after a highly superior group of individuals but only want to strike the average. The success with which British and Canadian companies have written unexamined business forecasts a favorable experience. The Sun Life of London started writing unexamined business in 1902 and has improved the status of this class until the cost of insurance is the same to them as to those who have been examined.

The expense of medical examination

### CLAIMS ARE DISMISSED

#### COMMISSION DENIES AWARDS

Losses Sustained by Companies on Lusitania Victims Not to Be Paid by Germany

WASHINGTON, D. C., Sept. 23.—The Mixed Claims Commission has dismissed claims of 12 American life companies, seeking to recover alleged losses resulting from the payment of policies on passengers of the Lusitania. Dismissal of the claims was ordered by Edwin P. Parker, after the American and German commissioners had failed to agree on Germany's liability. The decision was made on 10 typical cases. It was held that insurance companies are a different class from surviving dependents of Lusitania victims. The companies presenting claims were: Provident Mutual Life, New York Life, Mutual Life, Penn Mutual Life, Aetna Life, State Mutual Life, Northwestern Mutual Life, Equitable of New York, Manhattan Life, Prudential, Metropolitan and Travelers.

#### Not Covered by Treaty

In his decision, Judge Parker held that the losses were not in legal contemplation attributable to Germany's act as the proximate cause. According to his decision, Germany was not financially obligated to pay such claims under the terms of the treaty of Berlin. He said that dependents of those who lost their lives suffered financial losses in consequence of German's act and attributable to it as a proximate cause, for which Germany is obligated to pay, but the act of Germany in striking down an individual does not in legal contemplation proximately result in damage to all those who have contract relations, direct or remote, with the individual which may have been affected by his death.

#### Contracts Not Covered

It was argued that no sound distinction in principle could be drawn between awards for claims put forward on behalf of surviving dependents of Lusitania victims and these claims of insurers for losses sustained by them resulting from the premature payment of insurance on the lives of such victims. Judge Parker, however, pointed out that the treaty of Berlin expressly obligates Germany to make compensation for damages suffered by the surviving dependents of civilians whose deaths were caused by acts of war, and by clear implication negatives any obligation on Germany's part to make compensation in death cases to life insurers or any class other than surviving dependents.

The total of life insurance claim filed with the American agents for presentation of the commission was \$1,185,615 on 168 policies, the claims being presented by 34 companies. All but \$8,888 of this amount was on policies matured by deaths occurring during the period of neutrality of the United States.

will be saved on this business, but that is, of course, a negligible percentage on the larger policies.

All authorities are not agreed that this is a sound plan. An actuary with one of the largest and strongest companies

(CONTINUED ON PAGE 12)

### OFFICE MANAGEMENT IS IMPORTANT FACTOR

Tremendous Volume of Business Has Emphasized Importance of Efficiency

### ADDRESSES CONFERENCE

Competition Between Companies Will Necessitate Cutting of Overhead to Lowest Possible Amount

FORT WAYNE, IND., Sept. 25.—Dr. Henry Wireman Cook, vice-president and medical director of the Northwestern National Life, in an address before the office management conference here today, said that life insurance companies have been able to succeed with little attention to scientific office management because of the tremendous growth of the institution, but that sooner or later, every company must give careful atten-



HENRY WIREMAN COOK  
Vice-President Northwestern National Life

tion to more economically administered management. He said in part:

"Perhaps the most plausible reason for the long delay in the adoption of modern office methods by life insurance companies has been the tremendous and unprecedented demand for life protection during the past five decades, which has permitted successful growth with but scanty attention to detail, a period during which the demands of handling volume have rendered economy and efficiency of secondary importance.

#### Needs Is Growing

"Such a stage in any competitive effort, whether of national or industrial development, must sooner or later give place to a more carefully considered and more economically administered management. Life insurance is being bought

more discriminately than ever before, from the point of view of both cost and service, and these two factors will with increasing emphasis be the measures of the approval and patronage of an educated public. We are met here in appreciation of the fact that good office management is a large factor in cost, and a determining factor in service. Neither participation nor interest is determined by company age or size. In other words, there is no class distinction except in friendly rivalry as to which can render the company and the public better service.

#### Problem Not Simple

"The problem which we face is not so simple as it might at first sight appear, but if it were simple it would not be nearly so interesting. To read some of the text books on office management with their orderly arrangement, stating and then solving successively each problem, chapter by chapter, with definitely arranged charts, graphs, curves, and ratios, would lead the innocent novice to believe that by calling in an efficiency expert, then making some surveys, drawing up some charts, issuing a manual of personal activities, and, perhaps, as has been seriously recommended, having soothing music played during certain periods of peak load activity, all difficulties will melt away, mistakes disappear, and a generally happy atmosphere of cheerfulness and competence reign supreme.

"Such an attitude encourages the quack and charlatan in either medical or industrial practice, and brings disappointment and reaction. The problems we are here to consider must not be so approached. They deal not only with floor areas, cubic space, routings, machines, and formulae, but with intimate human contacts, with ambition, with indifference, with enthusiasm, with prejudice, with intelligent and devoted service, and with ignorance, impatience and jealousy.

#### Erect New Buildings

"Probably the greatest single incentive to improved office methods today is the universal need for new and adequate housing facilities. The old buildings are fortunately being rapidly outgrown, and this opportunity has been signally grasped by insurance management. Throughout the country are arising, under the genius of noted architects, appropriate home offices for our great industry, structural expressions of both the ideals and the physical needs of life insurance, and an inspiring contribution in the development of American architecture. Many more companies are looking forward to a similar early consummation of their hopes. Thus, in addition to its better known functions, life insurance is helping to bring a realization of the dreams of Ruskin for the recognition of the essential nobleness of industry by beautiful and inspiring housing.

#### Interior Is Important

"The planning of the interior of the building to meet the highest development of effective and economic office arrangement, is an engineering and management problem which must appropriately fit in with and match the artist's conception. It is most unfortunate where the demand for increased space forces upon an insurance company the planning of the building before the office planning has reached a sufficiently advanced stage so that the real needs can be visioned. At least two years can be well spent in planning office arrangement before the actual building plans are approached.

"In approaching the problem of office planning, we must be careful not to obscure the object we are seeking by unnecessary elaboration of record and detail. Many a well-meaning effort at improved arrangement has come to grief by unwise multiplication of remedial devices. We can unquestionably plan and chart ourselves and our associates into a confusion where our last state shall be worse than our first.

"It is often a relatively easy matter

## JOHN W. DAVIS, DEMOCRATIC CANDIDATE, TELLS OF GREAT VALUE OF LIFE INSURANCE

JOHN W. DAVIS, Democratic candidate for President of the United States, has come out in a public declaration in favor of life insurance.

The Standard Life of St. Louis secured from Mr. Davis a statement that is well worth perusing. Mr. Davis is a man of fine intellectual attainments and clear vision. What he has to say about life insurance naturally will be read with keen interest, in view of the fact that he is so much in the public eye at this moment. Mr. Davis says:

#### Working for the Firesides

"I regard the institution of life insurance as representing one of the most beneficent agencies employed on behalf of the American people at the present time. It is big business, at work for the firesides of the toiling masses. It expresses most accurately the principle of individual thrift. It accumulates estates for the dependents of millions of men who live all of their lives out of their pay envelopes, or on limited incomes otherwise derived.

"Life insurance is the one means above all others by which men are enabled to provide estates for those they leave behind, by simply paying a low rate of interest thereon from year to year, the total annually paid varying according to the size of the estate provided. One can not get an estate for those he loves and who are dependent upon him more surely or at lower cost than through the employment of life insurance.

#### Great Agencies of Public Good

"In my opinion life insurance is one of the great agencies of public good. The time will come, I hope, when every man with dependents will plan in the early years of life, when the most favorable terms can be secured, for a life insurance estate for his loved ones. Indeed, it is the only means available to the average man by which to assure the future of those he must leave when the hand of death beckons.

"I am glad to have this opportunity to say a word of encouragement in the work they are doing to the agency force.

to plan for more adequate mechanical and personnel management for the office, but not infrequently the executives have been the stumbling block to effective inauguration and operation of reform. This problem has been especially difficult in a life insurance office, where the official family offers greater contrasts in training and in viewpoint than in any other industry. We have the financier, the attorney, the mathematician, the medical director, the sales promoter, a heterogeneous group, often isolated in their personal association and business and professional interests in distinct and almost unrelated departmental activities. In many cases the records are separately kept, the clerical force individually employed and under different salary and disciplinary control, the correspondence conducted under varying standards, and only such interdepartmental contact as the requirements of the business force unwilling acquiescence to. Is it any wonder that under such conditions there result duplication of effort, delays, mistakes, waste, and an inefficiency that would lead to disaster in a manufacturing plant run on a small margin of profit?

#### Complicates Reform

"The work of office reform, therefore, becomes much more complicated than in a more homogenous official family, with more centralized control. In some cases the unsuspecting industrial engineer who has been innocently ushered upon such a stage, has found his role a far from happy one. He has of necessity been compelled to align himself with one

The life insurance agent who sells honest insurance honestly, at an honest price, and conforms and helps his company conform to the strict statutory requirements which govern both company and agent, is entitled to the respect and regard of all thinking men. He may be employed on salary or commission, but, nevertheless, his work is 95 percent unselfish and on behalf of the families of men who might never otherwise leave any estate for their dependents or provide more than personal burial expenses out of what they leave behind.

#### Certain and Valuable

"I think enough of life insurance myself to be able to say that I carry enough of it to care for such estate I may leave—pay all the required taxes thereon—and independently of my other resources, care for those dependent upon me, in the event that I should be taken away. That is good sense, good business, common honesty. No man charged with responsibility for the welfare of others should leave them unprotected against the contingency of his death. The life insurance I carry I regard as the most certain and valuable part of my estate, and it is dedicated to a sacred purpose.

#### Are Public Benefactors

"Any body of men, such as the agency force of your company, and, may I say, the agency forces of other companies, also, are to be regarded as public benefactors in a true sense. They teach insurers how to care for themselves, how to conserve their bodily health and strength. But the family of the insured man is the first thought and care of the conscientious life insurance man. The modern development of insurance as a means of salvaging estates and businesses that otherwise would go to wreck is secondary, in my view, to the high purpose of life insurance, which is to protect the average American home—guard it against want, keep the children clothed and in school by providing the income that will take the place of the family breadwinner (whether man or woman) upon the occasion of death."

dominant executive, and has found the others in effective opposition.

"It is extremely difficult for one man to act as successfully as an autocratic executive of a life insurance company, where the activities—financial, legal, mathematical, medical, promotional—are so dissimilar. The initial problem in such a situation is to bring about a centralized clearing house where departmental viewpoints may be focussed in a company interest.

#### Committee Plan Helpful

"A most helpful and effective way to accomplish this step is through frequent periodic officers' meetings, where the groundwork is laid for co-operative effort and centralized control. Action of such a representative committee will be an acceptable and binding authority on all departments. Under one type of management the office service committee consists of the junior officers in direct supervision of departmental office routine. To this committee are referred all problems of office and clerical management. Their recommendation, after detailed study, is brought to the planning committee consisting of senior officers most directly interested in and related to office routine. Their final recommendation is acted upon by the officers' committee, and then becomes established practice.

#### Benefits Offered

"The principal benefits resulting from this method over the individual order issued by one executive or by a plan-

(CONTINUED ON PAGE 13)

## RECORD AGENCY RALLY

OVER 1900 WERE QUALIFIED

Travelers' Huge Convention Had To Be Divided in Two Sections to Accommodate Guests

QUEBEC, QUE., Sept. 23.—One of the greatest agency rallies ever held is now in session here, the annual roundups of the Travelers being held for those qualifying on the basis of production. Over 1900 agents qualified for attendance at the convention, so that it was necessary to divide the meeting into two sections. The first section held its meeting at the Frontenac in Quebec, Sept. 15-18, and the second is now in session, Sept. 22-25, the same program being presented before both and the same home office delegation being present. In addition to those who qualified, a large number of managers are in attendance. The big New York City delegation is attending the meeting this week. The contest was eminently successful as the original plan contemplated only about 600 delegates.

#### Had Convention Daily

One of the features of the convention has been a daily newspaper which recorded the progress of the convention from day to day, giving the interesting parts of the principal speeches and the program for the day to come of entertainment as well as business. Clarence W. Van Beynum, assistant manager of the publicity department of the company, was the responsible party for the editing and the bright, snappy quips about the delegates. The paper contained many reproductions of photographs taken while the delegates were at work and at play. It was a four-page affair and was called "Travelers Protection."

Another feature was the welcome of James Samson, mayor of Quebec, who addressed the opening session of the convention each of the two weeks it was held. L. F. Butler, president, headed all sessions. Other speakers were Senator G. G. Foster, K. C., legal agent and attorney of the travelers in Canada, and G. D. Finlayson, superintendent of insurance for the Dominion of Canada. For the entertainment of the delegates there were trips throughout the city, visits to the Shrine of Ste. Anne de Beaufort, sails on the St. Lawrence River, golf tournaments and various social functions.

#### Butler Urges Liberalization

Addressing the agents on the opening day of the convention Mr. Butler said in part: "The fundamental requirement of an insurance company, the requirement on which the whole structure rests, is that at all times it shall be prepared to meet fully its contractual obligations. If, by the conduct of our affairs, we have conclusively proven that we are competent to do it in the lines which we write, why should the restraining hand be laid upon us when we desire to add other lines and stand ready to provide the necessary security for proper conduct of such lines? But, exceptions and restrictions are laid upon us which permit us to do this but not to do that. An insurance company should sell what the insuring public requires and be prepared with complexities in insurance to meet the increasing complexities of living."

#### Bixby Is Promoted

Edwin Bixby, who has had a year and a half experience in various departments of the Kansas City Life, has been made assistant secretary. He is now associated with the renewal department.

E. A. Marthens, head of the Marthens Agency for the Great Northern Life at Milwaukee, has been elected president of the Milwaukee Motor Club. Mr. Marthens is widely known in both insurance and automobile circles as an executive of straightforward methods.



## RELiance LIFE'S MEN IN REGIONAL MEETING

Western Division of Pittsburgh  
Company Has Agency Sessions  
at Colorado Springs, Colo.

### MANY FROM HOME OFFICE

Vice-President Scott Heads Program—  
Points to Excellent Growth of  
the Company

About 150 delegates, including the wives and families of many, representing the company from the 10 states of the western division, attended the regional convention of the Reliance Life at Colorado Springs last week. The first two days were given to business sessions and on Wednesday parties were made up to visit Pike's Peak, the Garden of the Gods and the Seven Falls. Angus Almond, superintendent of agents for the western division, was in charge of both the business and the social affairs of the meeting.

#### Home Office People Attend

The home office people in attendance were H. G. Scott, vice-president; E. G. McCormick, general manager; Dr. O. M. Eakins, medical director; L. P. Gregory and T. J. McKenna, assistant secretaries; J. H. Layton, auditor of agency accounts, and Fred Sommers, secretary to the vice-president. In the home office party were Mr. and Mrs. W. L. Wilhoite, Mr. and Mrs. Angus Almond; Mrs. E. G. McCormick, and Mrs. O. M. Eakins.

Thomas J. Allen of Texas, the oldest agent under contract from point of service, was the personal guest of Vice-President Scott. This was the first convention ever held of the western division and the first time the agents have had the pleasure of meeting and knowing the home office people.

#### President Reed's Greetings

The meeting opened Monday afternoon with Mr. Almond presiding, and after a short message of greeting he introduced Vice-President Scott. Mr. Scott, in his opening remarks, mentioned the fact that President Reed could not attend, due to his having just returned from a European trip. He read a letter from the president thanking the delegation for the recent contest put on as the 21st anniversary contest in Mr. Reed's name. Mr. Scott spoke of the company's growth, particularly since 1914, pointing out that the assets of the company are now \$30,000,000 and it has something better than \$276,000,000 in force.

#### Advantage of Perfect Protection

General Manager McCormick urged the sale of "perfect protection" and outlined the many advantages that this form offers, since it combines accident and health with life insurance. In his remarks he paid a glowing tribute to C. J. Allen of Texas, who has been with the company since its beginning. Mr. Allen was held up as a man who, having spent his life work in the capacity as agent and who now can retire and live upon the renewals which have accrued to him. He pointed out the satisfaction of a man who retires upon renewals, not being obligated to anyone.

#### Many Agents Called Upon

No company, said Chairman Almond, would be rated any better in a community in which it operates than the agent who represents it. With the above remark he proceeded to introduce many agents who have made records in his division. The company has followed a

## LUNDGREN TAKES REINS

HEADS INTERNATIONAL L. & T.

Is Acting President, Following Resignation of Laugman, Until October Meeting of Stockholders

MOLINE, ILL., Sept. 23.—Edward Lundgren, vice-president of the International Life & Trust, is now acting president of the company following the resignation last week of J. O. Laugman, who has been president since the company's organization. Mr. Lundgren will continue as acting president until after the special meeting of the stockholders in this city Oct. 11. Mr. Laugman, in a letter to stockholders, announcing his withdrawal as the executive head of the company, stated that he was acting "in order that another, possessing greater financial strength, may be added to the company's executive force." Mr. Laugman is retaining all his stock in the company.

#### Plan October Meeting

His letter states that efforts of Chicago brokers to secure control of the company by stock manipulations have been frustrated and he adds "the board has arranged for additional capital from friendly sources, in fact, from other stockholders and their connections." The special meeting, it is announced, will act upon amendment of the charter in the following respects: "To remove all restrictions as to qualifications of officers and directors except those provided by statute; to provide that the number of members of the executive committee shall be fixed by by-laws, also to elect directors to fill vacancies on the board of directors of this company."

plan of offering a gold watch to an agent who averages an application weekly for 52 consecutive weeks and in addition produces a required amount of accident and health premiums. Many of the men attending the convention had won as many as eight watches. Among the agents who made short talks, either telling why they came into the business with the Reliance Life or how they succeeded in writing the required allotment were: W. C. Kraus, Wichita Falls, Tex.; Capt. R. Smale, Buckley, Calif.; T. W. Pruett, Texas; Leo C. Humke, Portland, Ore.; John H. Rose, Houston, Tex.; Ross J. Wilkes, Tillamook, Ore.

Following the business session on Monday a social session was arranged for the evening and dancing until midnight.

#### Outlines Sales Methods

The second business meeting convened early Tuesday, with Mr. Almond again presiding. L. F. Thomas of Taft, Calif., who had written 147 applications since January, addressed the gathering from a sales standpoint, outlining the methods being used by himself.

A. P. Harwood of Santa Ana, Calif., said that he got into the business through having heard a lecture on life insurance at a public gathering. E. W. Armstrong of San Francisco outlined in his talk the full meaning of "perfect protection."

#### Teacher of Thrift

The real talk of the business session was given by L. R. Fulmer, the leader of the North California department in business during the past eight months. Mr. Fulmer said that a thorough life insurance man should be a public benefactor, an educator of public conscience and a teacher of thrift. He featured the old man, in the evening of life, who is the holder of a Perfect Protection policy. He defined the successful agent as being punctual, constructive and determined.

C. H. Thompson of Memphis, Tenn., with the company 15 years, addressed the gathering on "Ideals." Eastern Superintendent of Agents W. L. Wilhoite

## MAY TAKE NEW POST

AYARS CONSIDERS CONNECTION

Expected Los Angeles Life Underwriter Will Become Assistant to National Association President

NEW YORK, Sept. 23.—George W. Ayars was in New York last week conferring with the trustees of the National Association of Life Underwriters regarding his proposed connection with the National Association as assistant to the president. It is understood that a liberal offer was made to Mr. Ayars, who he is now considering. He has returned to his home in Los Angeles and his final decision is expected within a few days after he has talked the matter over with his family.

Members of the board of trustees are confident that he will accept the position. If he does, he will move to New York. His time will be devoted largely to or-



GEORGE W. AYARS

ganization work with the association. This will mean four to six months a year on the road. The first year's work will probably not entail as much traveling as will be required later, after the plan of organization is well under way. Mr. Ayars is president of the Los Angeles Life Underwriters Association and is with the New York Life.

gave the men a stirring talk on the "Value of Effort."

#### Many Speeches Heard

Others who addressed the meeting were: G. A. Pleus of Boulder, Colo.; C. Barrell Cox of Galveston, Tex.; A. E. Clark, Oklahoma; Burt Parrish, southern Oregon; John Kirby, San Antonio, Tex.; M. B. Lewis, San Antonio; J. A. Bonnett, Eagle Pass, Tex. A. E. Clarke of Oklahoma talked on "Selling School Teachers." The courtesy of addressing the gathering was given to the three newspaper men who were the guests of the company—Laughton T. Smith, "Spectator"; Cyrus K. Drew, "Insurance Report," and F. W. Bland, THE NATIONAL UNDERWRITER.

#### Banquet Tuesday Night

The banquet was held Tuesday night, with Dr. Stuart B. MacDiarmid, examiner for the company at Omaha, Neb., and president of the Ad Sales Club of that city, as the speaker. Dr. MacDiarmid gave as his subject "The ten-dollar man with the million dollar opportunity." Dr. Eakins, medical director, spoke on "Declination of Risks." L. P. Gregory, assistant secretary, who is manager of the accident and health department, spoke on the functioning process of that department. T. J. Mc-

(CONTINUED ON PAGE 12)

## FARM MORTGAGE STILL FAVORED IN NEBRASKA

Life Companies Operating There Have Not Lost Faith in That Form of Investment

### ADVANCE IN RATES SMALL

Executives Convinced of Fundamental Soundness—Few Foreclosures by Insurance Interests

LINCOLN, NEB., Sept. 23.—The farm mortgage as a form of investment is in high favor with Nebraska companies and the other companies that have been making large investments of this character in that state as it ever has been. This opinion is held in the face of the fact that a number of foreclosures have been carried through and that a great many of the farmers have been delinquent for considerable periods with their interest payments.

Elmer B. Stephenson, who as president of the Security Mutual Life, has charge of the investments of that company, is also in charge—and has been for many years—of the farm loan business of the Northwestern Mutual Life of Milwaukee. He says that both companies are loaning as freely as they did in the past on farms at rates but slightly in advance of the prewar interest charge. His observation has been that most of the foreclosure proceedings ordered have been by the brokerage houses, which must maintain their loan records in order to keep their own credit good, and that very few have been begun by the insurance companies, which have no such urge to make collections.

#### Called Sound Investment

Mr. Stephenson says that his companies have foreclosed none of their mortgages, although they have had to carry a number of delinquent interest accounts. His own familiarity with the farm loan business, extending over a long period of years, has given him a confidence in the soundness of this form of investment that has not been shaken by the big slump in land values. Where the loan limit is enforced on the basis of normal values no chance of losses is to be found.

Howard S. Wilson, president of the Bankers Life of Nebraska, says that the experience of the company with its mortgage loans has been satisfactory, and that his company has had no foreclosures. The company has no idea of switching from this form of investment. In the years 1917 and 1918, for reasons that were suggested by the upward trend of land prices and the condition of the bond market the company bought up to \$1,500,000 of bonds, but within the last two or three years has been shifting these investments back into farm mortgages. Interest rates are now back close to normal, 5 percent. In the company's history it has written more years at 5 percent than 5½ percent and 6 percent combined. The soundness of this form of investment is its strong appeal to an insurance executive.

"I have been through too many of these ups and downs of land values to get scared by our more recent experience," said N. Z. Snell, president of the Midwest Life. "I consider the farm mortgage an essentially sound form of investment for life insurance companies, and we are investing our funds in them just as we always have done."

#### Now Better Than Bonds

The Liberty Life has none of its investments in farm mortgages. Ira Crook, one of the executive officers, says that this is due to the fact that the company was organized in 1919, just at

## New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

Write for information.

Louis H. Koch, President

**NATIONAL  
AMERICAN**  
LIFE INSURANCE COMPANY

Burlington, Iowa

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a time when land values or prices were going up by leaps and bounds, and by the time it had accumulated any considerable amount of money for investment purposes the peak had been reached and prices had begun to tumble.

"Our investments have largely been made in school and municipal bonds," said Mr. Crook. "We were able to buy these at a time when the bond market was much less active than it has been in recent months and when prices were down. As our funds accumulate we intend to enter the farm mortgage investment field, and with bonds as high as they now are this presents the more attractive investment. I consider the farm mortgage form of investment highly desirable, and with agriculture entering a new era of prosperity its soundness is not to be questioned."

In the absence of W. M. Leonard, who has had charge for years of the farm mortgage business of the Union Central, A. R. Edmiston, general agent, was asked as to its experience. Mr. Edmiston says that the experience of his company with the farm mortgage as an investment has been entirely satisfactory. No curtailment of loaning on this form of security has been made and none is contemplated.

The Union Central loaned \$2,500,000 the past year in Nebraska alone. At the close of last year the number of mortgagors who were delinquent was considerable, but in the last six months these delinquencies have been cleaned up in very good shape. The company had three or four foreclosures during 1933, but in each case the land taken over in this way was disposed of without any loss before the 1934 business began.

"Instead of the farm mortgage business losing favor with the investing public as represented by the insurance companies," says Mr. Edmiston, "it is growing in their estimation very rapidly. Our company always has been a farm mortgage concern, but at the present time a number of eastern companies that never used to look at a farm mortgage as an investment have been falling over themselves to acquire them."

### TURLEY WINS JOINT CONTEST

Agents of Standard of St. Louis and International Contended for Production Honors

L. L. Turley, general agent for the Standard Life of St. Louis, who handles the southern Illinois territory adjacent to the home office city, proved the winner of the Loving Cup Contest staged by the Standard Life and International Life sales organizations during June. His paid-for volume was \$203,500 for the month. W. G. Fatherly of the International ranked second with \$127,500; Z. H. Hughes, St. Louis, International, third, \$112,000, while the runners-up for the silver cups were: V. L. Whitmer, International, \$106,000; W. M. Sorey, International, \$83,500; Robert Cleland, International, \$72,500; George F. Paisley, Standard, \$69,000; Charles R. Rothenberg, International, \$60,000; Kellie M. Roach, International, \$50,000, and Jack Keenan, International, \$47,500.

The winners of the competition for largest number of paid applications were: Fred W. Meyer, International, 54; S. Nagamori, International, 18; A. G. Pearce, Standard, 18, and H. C. Brinkman, International, 16. Each gets a silver cup.

The agency winners for paid-for volume were: L. L. Turley, Standard, \$263,625. For number of applications: Fred W. Meyer, International Life, 54. New salesmen winners: Paid-for volume, George M. Nettleship, International, \$75,000. Number of applications, R. G. West, Standard, 8.

International Life men won three first prizes and four other prizes, while the Standard organization captured three firsts and one other cup.

The sales staffs of the two companies, which are under the same management, are both staging big drives in September in honor of Judge Whitfield, vice-president and general manager of both companies.

## TWO GROUP PROBLEMS

### CAMMACK GIVES AETNA VIEW

No Competition for Renewals and Maintenance of 60-Cent Clause Points in Company Policy

A warning that the death knell of group insurance would be sounded, if ever the practice of competing for renewals came into vogue, was given managers of the Aetna Life by Vice-President E. E. Cammack.

"Group insurance is only about ten years old," said Mr. Cammack, "yet in that short time some 2,500,000 industrial workers have been covered under group policies for an amount of insurance in the vicinity of \$2,500,000,000. Including the families of these workers, group insurance is extending protection to seven or eight millions of persons."

"Of this insurance, the Aetna Life has one fourth, or between \$600,000,000 and \$700,000,000 upon the lives of between 600,000 and 700,000 industrial workers. We are proud of the volume, but we are more proud that the insurance is written upon a sound basis."

#### Don't Want Others' Renewals

"The soundness of the business lies in two underwriting rules which are the cornerstones of group insurance. First, we do not want other companies' renewals. If ever a practice came into vogue of competing for renewals on anniversary dates, involving as it would the payment of first year commissions, the expense of installing the plan and issuing certificates, and the raising of doubts in the minds of the employees as to the value and permanency of the insurance, the death knell of group insurance would be sounded. The expense rate in group insurance would increase so that there would be no large policies carried in old line companies. The large insurers would become self-insurers."

"Sometimes it is said that a policyholder has not had good service and the employer is justified in his desire to change his insurance carrier. We want you as agents to persuade the assured to take the matter up with his insurance carrier and have it adjusted. We want you to use the same endeavor when called upon to renew a policy for a competitor as you would to renew one of your own policies with the Aetna Life. Once we begin to make exceptions to this rule, there will be no end. Of course you must not refuse to make a quotation to any employer if he requests it. That would be discrimination. But business does not come to you unless you go after it."

#### Enforce 60-Cent Rule

"The second cornerstone is the so-called 60-cent rule. Under this rule we will not write a group policy under which the employer collects from his employees a contribution towards the premium of more than 60 cents a month per \$1,000 of insurance. This may appear to be unreasonable in some cases, but again it is impossible to make exceptions without endangering the whole edifice."

"Some 20 years ago, assessment insurance was the fashion. Assessment companies sprang up over night and people eagerly joined them to get insurance at low rates—\$7, \$8, \$9 or \$10 a thousand. But as the ages of the members of the association increased, the assessments went up and the younger members began to desert to new associations. This was followed by a further increase in rates until eventually disaster followed. Group insurance is assessment insurance, but all danger of such disaster is removed by the imposition of the 60-cent rule."

#### Railroad Group Cited

"Let us take, for example, a railroad. The average of the employees on a railroad is about the same today as it was ten years ago, and it will be about the same ten years hence. A railroad can-

## HAS BIG GROUP POLICY

### TELLS OF PRUDENTIAL DEAL

President Duffield Announces That the Field and Home Office Staff Will Be Covered

Edward D. Duffield, president of the Prudential has announced that arrangements have been completed under which one of the largest group life insurance policies issued will be placed, covering the lives of the more than 22,000 members of its field and home office staff and totaling approximately \$42,000,000 of insurance. Those affected live in practically all parts of the United States and Canada. Included in the group is the company's agency force of 16,000 men.

Every member of the staff in active service, irrespective of age and without medical examination, is eligible for the insurance. The plan is along the same lines as that being adopted by corporations and individual employers in industry, including railroads, public utilities, manufacturing and mercantile establishments, financial institutions and state and municipal employees.

The insurance is on the cooperative plan, the premium payments being shared by the company and its staff, and becomes effective immediately that it has been accepted by 75 percent of the staff. The amounts range from \$500 to \$5,000.

The plan provides, first, for full and immediate settlement of the policy in the event of death, and, further provides for full payment of policy in sixty equal monthly instalments, the first payment being made immediately, in event that the insured becomes totally and permanently disabled, through mental or physical causes, before attaining age 60.

This insurance is in addition to the insurance which the Prudential has given the members of its staff for a number of years.

### ORGANIZING NEW COMPANIES

Kaskaskia Life of Shelbyville, Ill. and the Springfield Life are Now Being Promoted

The Springfield Life of Springfield, Ill. is in process of organization. It is organized on the mutual plan but with a guaranty capital, providing that this capital in due course will be retired and the company be made mutual.

The Kaskaskia Life of Shelbyville, Ill. is in process of organization. It will be managed by the officers of the Kaskaskia Live Stock, the latter company retiring from business.

not be run with old men. Consequently, if all the employees of a railroad are insured, the average age will not go up, and the average premium will not increase. If the contribution of the employees towards the insurance is limited to 60 cents a month per \$1,000 of insurance, it will be attractive to all, the young men as well as the old ones. This is so because the contribution is less than the cost of term insurance even for the young men. But if we were to charge the employees \$1 a month per \$1,000 of insurance, or \$1.25, or \$1.50, the young men would be paying more than the insurance was worth, and they would gradually drop out of the group, thus causing an increase in rate for those who were left. In other words, we would be writing insurance with the same danger that existed with the old assessment companies. The 60-cent rule removes this. It is the solid rock upon which group underwriting must be based."

T. W. Appleby, president of the Ohio National Life, returned to his desk in Cincinnati last Friday after an absence of three weeks, during which he attended the company's agency convention at Waukazoo Inn, near Holland, Mich.



# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - - \$24,000,000.00

Bankers Life Insurance Company,  
Lincoln, Nebraska.

Gentlemen: Your State Agent, Mr. J. L. Wylie, has handed me your draft for \$1,820.30 in settlement of the cash value of my maturing policy No. 14583 in your company, twenty payment life.

I am very well pleased with this settlement since I have paid in \$1,382.60 in twenty years; have had \$2,500.00 protection for twenty years for nothing and now you pay me in cash \$1,820.30, being \$427.70 more than I have paid in.

I wish I had taken \$5,000.00 instead of \$2,500.00 as I could greatly appreciate the difference in settlement at this time. I want to say that I believe in insurance, having taken out \$20,000 additional insurance two years ago as an investment for my surplus earnings at that time.

I will be glad to recommend your good company to any one needing protection.

Very truly yours,

JAMES H. SHOUSE.

Muskogee, Okla., February 7, 1924.

TWENTY PAYMENT LIFE POLICY  
DEFERRED DIVIDEND  
TWENTY YEAR SETTLEMENT  
Matured in the  
OLD LINE BANKERS LIFE INSURANCE  
COMPANY  
of Lincoln, Nebraska

Name of insured.....James H. Shouse  
Residence.....Muskogee, Okla.  
Amount of policy.....\$2,500.00  
Total premiums paid.....1,392.60

## SETTLEMENT

Total cash paid Mr. Shouse.....\$1,820.30  
And twenty years insurance for nothing.

*If interested consult one of our agents or write  
Old Line Bankers Life Insurance Co. of Nebraska, 14th and N Streets, Lincoln, Nebr.*

## Story of the INTER-SOUTHERN LIFE

### THE LAW OF COMPENSATION



INTER-SOUTHERN LIFE BUILDING,  
OWNED BY THE COMPANY

We are told that a few select persons decide the constructive criticism of every great play, book or sermon. This is the class we have for our membership, the select few, the quality of the community.

Men and women who are virile and busy select the strong, vigorous, young institutions to render a more perfect personal service. These usually render every ounce of service that they are being paid to render. These institutions are fostered and patronized by the very best of live, active people, and succeed. That is why your son has as good a chance as any other man's son; that is

why he has as good a chance as he had in the seventies, or in forty-nine, or at any other period of the world's history. And this is THE LAW OF COMPENSATION.

There are more unusual institutions coming to the fore today than ever before. There is more clean competition and service among the "comers" than among the "goers." There is no end to size, but compensation sees to it that no institution, or man, or set of men, become so large or so strong that by sheer size and strength they create a monopoly. This is the reason we are making our

### STATEMENT OF PROGRESS

Jan. 1	Total Admitted Assets	Insurance in Force	Reserve and Surplus to Policyholders
1911 .....	\$ 326,508.78	\$ 3,182,597.00	\$ 271,952.37
1914 .....	1,719,228.64	15,088,585.00	930,680.98
1916 .....	4,506,612.89	36,260,222.00	4,396,139.55
1918 .....	4,664,170.30	37,000,000.00	4,542,698.10
1919 .....	4,820,779.76	37,800,000.00	4,803,670.12
1920 .....	5,494,297.54	45,569,851.00	5,386,694.08
1921 .....	6,143,069.31	57,901,271.00	6,045,958.52
1922 .....	6,873,447.45	59,204,201.00	6,773,280.06
1923 .....	7,371,274.27	62,591,398.00	7,332,928.21
1924 .....	10,464,497.66	88,502,568.00	10,391,747.71
1924 (Aug.) .....	11,100,000.00	93,500,000.00	10,620,000.00

## INTER-SOUTHERN LIFE INSURANCE COMPANY

Eighteenth Year

JAMES R. DUFFIN, President

LOUISVILLE, KENTUCKY

IS A GOOD COMPANY

Service  
from the Heart



**The Reinsurance Life**  
Des Moines

## H. A. HOPF & COMPANY

MANAGEMENT ENGINEERS

*Specializing in Advisory Work for  
Insurance Companies*

Organization      Equipment      Standardization  
Methods      Personnel      Modern Office Planning

Main Office—40 Rector St., New York  
Western Office—327 S. La Salle St., Chicago

### Seven Years of Steady Progress

The International Life and Trust now wants a representative in your district. It is an old line legal reserve company with a record to be proud of. To represent this dependable company is to represent a pillar of safety in the life insurance business. You are assured of a maximum degree of intelligent co-operation. Write us at once for an agency. We have the means of assuring you of a successful career in the life insurance business.

#### International Life & Trust Company MOLINE, ILLINOIS

J. O. LAUGMAN, President      DR. ANDREW JOHNSON, Secretary and Medical Director

### THE OLD LINE CEDAR RAPIDS LIFE INSURANCE CO. A GOOD WESTERN COMPANY

CEDAR  
RAPIDS

Up-To-Date Policies      Liberal Contracts  
Iowa, South Dakota, Minnesota, Nebraska

IOWA

Incorporated 1871

## Life Insurance Company of Virginia

RICHMOND, VIRGINIA

Issues the most liberal forms of ORDINARY Policies from \$1,000.00 to \$50,000.00 with premiums payable annually, semi-annually or quarterly, and INDUSTRIAL Policies from \$12.50 to \$1,000.00 with premiums payable weekly.

JOHN G. WALKER, President

### PROGRAM OF "AD" MEN

#### PLANS FOR PITTSBURGH MEET

Stimulating Agent to Stimulate Prospects Through Company Media to Be Topic

Stimulating the agent to stimulate his prospects through company media of stimulation will be one of the problems advertising managers of insurance companies will attempt to solve at the forthcoming sessions of the Insurance Advertising Conference at Pittsburgh, Oct. 27-28.

The Conference sessions will precede the three-day conference of the Direct Mail Advertising Association. Both organizations are departmentals of the Associated Advertising Clubs of the World. Edward A. Collins, advertising manager of the National Surety, newly elected president of the Conference, will preside.

#### Tentative Program Arranged

A tentative program has been already arranged by a committee of which Chauncey S. S. Miller, publicity director North British & Mercantile, is chairman. Each session will be devoted to a definite principle, but in the main, all sessions will have a fundamental purpose—consumer demand.

Every media of advertising used by insurance companies will play some part in both the conference sessions and at an exhibition of outstanding plans and campaigns. A special section will be devoted to the use of newspapers and trade magazines. Another feature of this year's conference will include a discussion on the furtherance of better relationship of insurance to the public.

Radio, even, will be discussed under "Media of the Future." Profiting by an experiment made during last year's conference at St. Louis, the program committee has determined to popularize this as a "speechless convention". Question box discussions proved exceedingly lively last year. Designated delegates will lead in discussions following short prepared remarks for the purpose of bringing out hidden ideas. Only three or four formal addresses will be made.

Two British insurance advertising men are expected to attend. They and local men who attended the London convention of the Associated Advertising Clubs will echo salient points that were stressed at Wembley.

#### Membership Shows Increase

During the past year the membership of the Conference has increased amazingly and many new faces will be seen at Pittsburgh. Most of the delegates will remain for the Direct Mail Advertising Association sessions.

Assisting Chairman Miller in preparing the program are former President Leon A. Soper, production manager, Phoenix Mutual Life; Arthur H. Reddall, advertising manager, Equitable Life of New York, who was successful chairman of last year's program committee; E. L. Sullivan of the Home Fire of New York; William S. Roehrer of the Fidelity & Casualty and B. N. Mills of the Bankers Life of Des Moines.

#### Big Business Policy

Edgar L. Webster, who recently secured the application for \$1,000,000 life insurance for Cornelius Vanderbilt, Jr., has been able to place the insurance. The International Life wrote \$375,000 of this insurance. Mr. Vanderbilt is editor and publisher of the San Francisco "Illustrated Daily Herald" and the Los Angeles "Illustrated Daily News." The Vanderbilts' Newspapers are owners of a chain of newspapers, there being more than 8,000 stockholders in the corporation. Mr. Vanderbilt took out a million dollar policy insurance in order to protect his corporation in case of his death.

### AGENTS HAD MEETING

#### VOLUNTEER STATE ROUNDUP

Record Attendance of Company Representatives at Annual Convention in Chattanooga

CHATTANOOGA, Tenn., Sept. 25.—The annual convention of the Volunteer State Life of Chattanooga was held Monday, Tuesday and Wednesday of last week at Signal Mountain Hotel, Signal Mountain, Tenn., near Chattanooga. There were 72 agents in attendance, who qualified by writing \$100,000 paid-for business during the club year. This is by far the largest attendance the convention has ever had. W. J. Arnette, vice president and agency manager, presided at all of the session. All sessions were well attended.

#### Holcombe on Program

John Marshall Holcombe, Jr., manager of the Life Insurance Sales Research Bureau, spoke Monday morning on "General Agents' Problems." All of Monday was given over to subjects of interest to general agents. Monday night there was a conference between the general agents and the officers of the company.

O. B. Andrews, Chattanooga, president of O. B. Andrews & Co., a manufacturing concern of Chattanooga, spoke Tuesday on "Changing Phases of Salesmanship." Commodore A. L. Key, vice president and general manager, Volunteer State Life, extended a greeting to all those in attendance.

A. S. Caldwell, insurance commissioner of Tennessee, spoke on "Conserving That Which You Have." "The Psychology of Selling" was the subject handled by Dr. William M. Taylor of Chattanooga.

#### Had Big Banquet

Tuesday night a banquet was tendered. About 200 were in attendance at the banquet which included all of the home office people. At the banquet, Dr. John G. Wing, Chattanooga, discussed "Life Insurance as a Factor in the Social and Economic Development of the Nation."

James R. Huff, Chattanooga, a well known character in Chattanooga, familiarly known as "Uncle Jimmie," who is recognized as a master salesman, spoke on the "Evolution of a Life Insurance Agent." Dick Park, a well known entertainer, furnished the entertainment at the banquet.

"A Pension for Old Age" was discussed Wednesday morning by J. L. McMillin of Atlanta. W. I. Pittman, Birmingham, spoke on "A Vital Phase of Custom-Made Insurance." "The Financial Phase" was discussed by A. R. Rucks of Nashville. After Mr. Rucks' talk there was a general discussion which was lead by C. A. Creagh of Abilene, Tex., and J. M. Smith of Memphis.

#### Bishop Is President

J. W. Bishop was elected president of the Volunteer Circle; H. M. Powell, first vice president; J. L. McMillin, second vice president; C. G. Hill, secretary and W. D. Powell, treasurer.

J. M. Smith of Memphis won a silver vase for the second year in succession for the lowest lapse ratio. C. A. Creagh of Texas was awarded a silver loving cup for having the largest percentage of increase over his allotment during Patten Month. A Corona typewriter was given to H. M. Carter of Mississippi for having the largest amount of applications during Patten Month. W. I. Pittman of Alabama received a silver percolator and tray, he having had the largest volume of paid business during Patten Month. C. A. Creagh received a portfolio for second largest number of applications and G. M. Partee of Tennessee received a desk set for second largest volume of paid for business during Patten Month.



## More Than a Square Deal

There is a Spirit of Generosity in THE CLEVELAND LIFE. There is the full knowledge that the men in the field are regular fellows—real human beings, subject to all human emotions and frailties, and the spirit of generosity prevails in all transactions between Home Office and Field Force.

Agency openings in Ohio, Pennsylvania, West Virginia, Kentucky, Illinois, Indiana and Michigan present opportunities for men who are working for success to succeed in a bigger way. Write to us. In all matters you will get more than a square deal.

### THE CLEVELAND LIFE INSURANCE COMPANY

WM. H. HUNT, President

Home Offices

Cleveland, Ohio

## To Know New England Products Is To Want New England Products

### In One Policy

\$5,000

Death from any  
natural cause.

\$10,000

Death from any  
accident.

\$15,000

Death from cer-  
tain accidents.

\$50 per week in  
case of total dis-  
ability resulting  
from accidental  
injury.

All New England Week—celebrated during September all over this land. Calling attention to those dependable products fashioned by men of New England ideals.

This substantial New Hampshire institution, officered and directed by New Hampshire men, operating under the direct supervision of the New Hampshire Insurance Department, and subject to the rigid requirements of the New Hampshire insurance laws, furnishes a combination of life and accident insurance **in one policy** that has few equals and, we believe, no superiors.

The liberality of our unusual contract is such that our "United" policy attracts favorable attention wherever it is shown.

Agency opportunities for the right man  
in Missouri, Kansas and Ohio

### United Life and Accident Insurance Company

HOME OFFICE—United Life Building—CONCORD, N. H.

"A Sound, Conservative, New England Institution."



HOME OFFICE  
F. & M. BANK BUILDING

## Builders

Our principal strong point is the will to give a service which will be appreciated by our own staff and respected by others.

Operating in the great State of Texas, the Home Office is able to render a type of personal service to Agents that is unbeatable. Writing all modern policy forms, the Company offers choice territory to Agents of ability.

"Conscientious Co-operation given Ambitious men, with or without previous experience."

### Southern Union Life

OF

FORT WORTH, TEXAS

J. L. Mistrot  
President

Tom Poynor  
Vice-President

## Why Young Men Should Become Insurance Agents

Seven Reasons for Life Insurance Career

**L**IFE INSURANCE is founded on the highest ideals.

It is capable of yielding a good income and the satisfaction of accomplishment.

It offers opportunities for real leadership.

It brings the insurance producer in close association with big business and big business men.

It requires education in business methods, law and finance.

It is a field for workers, not shirkers.

It is an alluring and practical calling for men of dynamic energy.

*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

Over Sixty years in business. Now insuring nearly Two Billion dollars in policies on 3,500,000 lives.

## General Agent Wanted

The MUTUAL TRUST LIFE INSURANCE COMPANY, of Chicago, has just secured admission to the state of Ohio, and now has a number of openings in various parts of the state on a real general agency proposition.

Mutual Trust is purely mutual and is also one of the few Companies operating on the strictly Full Level Premium Reserve basis. Its policy contracts embody every desirable feature consistent with sound underwriting. It is a Company enjoying an enviable record throughout all the territory in which it operates. Its contract to agents is liberal and is supplemented by 100% Home Office cooperation. If you have the initiative and ability to build a business for yourself, address: Mutual Trust Life Insurance Company, Chicago Temple, Chicago.

## American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.  
President

SHEARN MOODY,  
Vice-President

W. J. SHAW,  
Secretary

### FINANCIAL STATEMENT JUNE 30, 1924

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 1,104,974.53	Net Reserve (American Experience Table, 3 & 3½%)	\$15,035,159.00
Mortgage Loans (First Lien on Real Estate) .....	6,516,988.73	Reserves for Death Losses in Process of Adjustment or Adjusted and Unpaid.....	131,313.00
Collateral Loans .....	25,000.00	Reserve for Taxes and Depreciation .....	143,694.88
Loans to Policyholders (On this Company's Policies) ..	1,816,922.97	Miscellaneous Liabilities .....	215,658.45
Bonds .....	6,876,621.55	Capital Stock ...\$1,000,000.00	
Cash in Banks.....	1,416,770.99	Assigned Fund .....	
Certificates of Deposit (Demand) .....	24,844.00	and Surplus .. 2,007,582.98	
Interest Due and Accrued ..	375,373.54	Surplus Security to Policyholders .....	3,007,582.98
Deferred and Uncollected Premiums (Net) .....	376,012.00		
Total Assets .....	\$18,533,408.31	Total Liabilities .....	\$18,533,408.31

### GAINS MADE DURING FIRST HALF 1924—

Increase in Insurance in Force.....	\$16,722,438.00
Increase in Admitted Assets.....	1,462,519.82
Increase in Surplus Security to Policyholders.....	138,411.53

INSURANCE IN FORCE JUNE 30, 1924	TOTAL PAID POLICYHOLDERS SINCE ORGANIZATION—	ADMITTED ASSETS JUNE 30, 1924
\$231,759,842.00	\$15,285,539.37	\$18,533,408.31

Ordinary Life, Industrial Life & Accident Insurance to Meet the Requirements of Every Insurable Person.

### HOME OFFICE BUILDING

Operates in Twenty-one States and the Republic of Cuba  
Gross Income Averages, \$726,612.00 per Month

## DIRECT MAIL ADVERTISING

by our plan gets over  
50,000 definite prospects every year for our salesmen.

## BANKERS LIFE COMPANY

Des Moines, Iowa

GEO. KUHN, President

## AETNA LIFE MANAGER TELLS PLANS FOR RENDERING SERVICE TO BROKERS

At the recent conference of Aetna Life managers at Hot Springs, Va., Charles Jenney of Boston discussed the question of "Service to Brokers," giving a symposium based on the experience of the company's New York, Philadelphia and Boston agencies. He offered these suggestions:

"At least once a month contact should be maintained with brokers by letter. New York has a mailing list of over 6,000 for this purpose. The new rates, policy contracts, circulars, etc., which our company is continually issuing, afford excellent material for special bulletins to supplement the regular monthly letters.

"In January, 1924, Mowry & Reinmund sent one of our new rate books to every life insurance manager and general agent in New York City. Boston followed New York's example and received some very gratifying acknowledgments. It was evident that most managers appreciate any movement to supplant the old relations of jealousy and secrecy by 'open covenants openly arrived at.'

### Personal Acquaintance

"Personal calls by managers on brokers are difficult in large cities, but important, especially with the larger brokerage offices. Mowry & Reinmund have four special agents who call on brokers to solicit business and work with them on cases. Fred Reinmund was a strong advocate of this scheme and planned to extend it materially.

"A force of loyal full-time agents can help much by urging every broker they meet to place his business with the Aetna. Boston has gained substantial brokerage business by this means.

"Not only social clubs, but Fire Underwriters Associations and all such organizations furnish valuable contracts with brokers. Ross Harper, Aetna's low score golfer, naturally emphasizes this as a means of getting close to other insurance men, and has promoted golf tournaments among insurance men.

### Underwriting Service

"Instruction in general principles of life insurance and contracts must be given brokers, most of whom know lit-

tle or nothing about our branch of the business and have little time to book up on it. The New York office has an assistant manager who conducts classes, not only for his own agents, but for brokers, who appreciate the opportunity and attend in good numbers.

"Information regarding inheritance and income taxes, business insurance, etc., should be at the disposal of brokers. There should be some one in every large office who is sufficiently familiar with these subjects to give sound advice. The Diamond Life Bulletins and Prentiss Hall Inheritance Tax Service are very valuable in this connection.

"Going out with brokers to close cases is done extensively in New York by means of special agents and should be done as much as possible by managers and without curtailment of the broker's commission. This service is highly appreciated and does much to bind the broker to the agency.

### Personal Attention to Underwriting

"An expert counterman in New York handles every case personally and is thoroughly familiar with it from the receipt of application to delivery of policy. In Boston we have our Miss Taylor, who not only does that but advises and assists in the writing of the application and follows through until the policy is paid for. The average broker, dependent and unskilled in the life business, appreciates this service most of all.

"All brokers should be treated alike. In Boston \$10,000 paid business in a year entitles a broker to a full renewal contract. Over-the-counter additions to a policyholder's insurance, even when written after a long interval and without the knowledge of the original broker, are, in Boston, credited to him.

"The broker who comes to us must be made to feel that: 1. He can tell us anything and no confidence will be broken. 2. He will be helped to the limit in writing his business and in securing the policy promptly and on a fair basis. 3. He will get all that is due him in commissions. 4. He will get full credit for additional business written directly through the agency on his clients."

### JOINS OLD LINE OF LINCOLN

J. Frank Montgomery Becomes Assistant to President—Company Opening New States

The Old Line of Lincoln, Neb., announces the appointment of J. Frank Montgomery as assistant to the president. Mr. Montgomery resigned as superintendent of the western department of the Old Line Life of Wisconsin Sept. 1. He is at present time in Texas, actively engaged in organizing that state, several new appointments having been made within the past ten days.

Mr. Montgomery was formerly manager of agencies, ordinary department, in the home office of the American National of Galveston. He also held the same position with the Southland Life of Dallas for several years. It is believed that Mr. Montgomery has as large an acquaintance among the agents of Texas as any man in the state. Practically all of his insurance career has been put in there. State headquarters have not as yet been opened, but Mr. Montgomery expects to establish the same within the next few weeks. He is at present making his headquarters at Rockdale, Tex.

The Old Line of Nebraska has been carrying out a rather aggressive program of expansion this year and reports excellent progress. Since June 1 it has qualified and entered Colorado, Oklahoma and Minnesota, in addition to Texas.

Hammond, Schulz & Hammond of

Loveland have been appointed state managers for Colorado and already have the state producing on a very satisfactory basis. G. C. Clark, formerly state manager for the Lincoln Life, has been appointed state manager for Oklahoma and he has his organization well under way, producing at the present time, a very satisfactory volume of business. L. W. McLennan, formerly superintendent of agents of the Lincoln Life, before it reinsured, has accepted a position in the home office of the Old Line.

The Old Line reports that its business for the first eight months of 1924 exceeds that for the entire year of 1923, thus leaving the last four months of the present year in which to show a gain over last year. C. Hubert Anderson, manager of agencies of the company, states it has very materially increased its organization outside of Nebraska and now has well organized forces in Kansas and Illinois. Among the recent appointments in Illinois are Moon & Burford of Galesburg as general agents for that district and P. W. Mullen of Tennessee as general agent in his district.

### Life Notes

The Continental Life of St. Louis has been admitted to Ohio.

The Atlas Life of Tulsa, Okla., has been admitted to Illinois.

The Penn Mutual Life is getting out a second edition of its illustrated booklet on "William Penn" for distribution in the schools of Pennsylvania, in view of the 280th anniversary of Penn's birth, Oct. 14.



**PROGRAM ANNOUNCED****SOUTHERN CONFERENCE PLANS**

List Speakers for Annual Meeting of  
Industrial Insurers at New  
Orleans, Oct. 9-11

The program for the annual meeting of the Southern Industrial Insurers' conference, which will be held at New Orleans Oct. 9-11, has just been announced by W. R. Lathrop of the Southern Life & Health, president of the conference. While the regular sessions of the conference will start Thursday, Oct. 9, there will be two committee meetings the previous day, those of the good of the conference committee and the executive committee, at the St. Charles Hotel. The program for the Conference sessions is as follows:

**Thursday, Oct. 9**

Call to Order by the President.  
Invocation.  
Address of Welcome, William Pfaff, President New Orleans Association of Commerce.  
Response to the Address of Welcome, A. B. Langley.  
Minutes of last meeting, E. T. Burr.  
Address of the President, W. R. Lathrop.  
Report of Committee on Credentials, P. L. Hay, Chairman.  
Report of the Good of the Conference Committee, Chas. E. Clarke, Chairman.  
Report of the Executive Committee, B. L. Tatman, Chairman.  
Discussion.  
Report of the Secretary-Treasurer, E. T. Burr.  
Report of the Committee on Membership, C. S. Drake, Chairman.  
Address by Dr. Oscar Dowling, noted health conservationist and welfare worker of Louisiana.  
Discussion.  
Adjourn for lunch.  
Twenty-five mile automobile ride, with dinner at Yacht Club.  
Golf for golfers at the Country Club.

**Thursday, Oct. 10**

Report of Committee on Statistics, J. R. Leal, Chairman.  
Discussion.  
Report of Committee on Grievances, George R. Kendall, Chairman.  
Report of Auditing Committee, H. A. Bartholomew, Chairman.  
Report of Law Committee, P. M. Estes, Chairman.  
Address "Education and Training of Agency Force," by Russell King.  
Discussion.  
Address, "Public Welfare Work," Mrs. Claude D. Sullivan.  
Address, by Paul B. Habans.  
Response to Mr. Habans, by P. M. Estes, Life & Casualty.  
Discussion.  
Adjourn for lunch.  
Boat Ride—Seeing New Orleans Harbor and the Inner Harbor Canal, locks connecting the Mississippi River with Lake Ponchartrain.  
Golf for golfers at the Country Club.

**Friday, Oct. 11**

Address, "Advances and Arrears," H. A. Bartholomew, Continental Life, Washington, D. C.  
Address "Uniform Agents Contracts," by Charles E. Clarke, Peninsular Casualty.  
Discussion led by J. R. Leal.  
Deferred business.  
New business.  
Election of officers.  
Report of the Nominating Committee.  
Date and place of next annual meeting.

**San Jacinto Life Expanding**

The San Jacinto Life is extending its field of operations in Texas. The company is spreading all over the state. This week Harvey L. Steel of San Antonio has lined up with the company in that section of the state. He and M. G. Burt, the district agent, will push the company's activities throughout southwest Texas. They will have the assistance of E. A. Dunning of the home office force until the situation is well in hand. The San Jacinto recently established a district office at Dallas and from that office is now organizing all sections of north and northeast Texas.



## A POLICY YOU CAN SELL WITH PROFIT

No, this is not an invitation for you to leave your own company, but just a suggestion to make your time yield more profits under our plan of improved brokerage service in branch offices.

The Champion Income Accident policy is just one of the liberal, up-to-the-minute accident policies offered by us—it is a silent partner to the man dependent upon his efforts for his income and *appeals to every prospect*.

This policy with its distinctive provisions is indicative of the progressive spirit inherent in all lines of protection offered by this company—Life, Accident, Health, and Group. Under our plan you can place with us profitably (because all commissions on such business placed with us belong to the broker) business in the following lines:

**Accident Insurance**  
—accident, health, and income accident

**Group Insurance**  
—life, accident and sickness

**Life Insurance**  
—substandard and surplus business

### What Our Branch Office Service Means to You

Extremely liberal first year commissions and 9 guaranteed non-forfeitable renewals, on all life business you place with us regardless of volume.

Awards and honors on same basis as offered to our regular agents—in 1925 a trip to Cuba at our expense is open to you.

Expert advice and assistance on surplus and substandard life, accident, and group insurance.

Business handled either on a contract or a one-case agreement basis.

Prompt action and liberal underwriting rules.

Write us for Further Details

**MISSOURI STATE LIFE INSURANCE CO.**

HOME OFFICE, SAINT LOUIS

M. E. SINGLETON, President

**LIFE ~ ACCIDENT ~ HEALTH ~ GROUP**

## "Pennmutualism"

At the top of PENNMUTUALISM, one of our three monthly Agency publications, is this definition of that unusual word:

*"The Superlative Degree of Service—Helpfulness that is Unselfish—Performance Beyond Obligation."*

It describes life insurance at its best, and is therefore, as it ought to be, a Company ideal and is not "advertising bunk." It is a vital force in the work of this great and vigorous Company, energizing and inspiring Home Office and Field alike.

We have places for men and women who are animated by its spirit.

**The Penn Mutual  
Life Insurance Company**  
Philadelphia, Pa.

Organized 1847

¶ If your present opportunities in the life insurance business are limited to personal production, our agency contract will interest you. It offers better than general agency opportunities, vested renewals and low cost insurance.

¶ Exceptional opportunities are open in Minnesota and Ohio and a few in Wisconsin.

¶ Check up our record.

**Guardian Life**  
Insurance Company  
Home Office, Madison, Wis.



## 100 PER CENT EFFICIENCY

Life men find our methods bring their efficiency up to 100 per cent.

We consider every man insurable and rate each case on its own impairment and amount of risk involved.

We take the "Blue Sunday" out of the life insurance business by helping you salvage your wasted energy expended on Sub-Standard business.

We have everything in the life game to offer. Let us tell you how.

*"Life Insurance for Everyone."*  
**The MEDICAL LIFE**  
INSURANCE COMPANY OF AMERICA  
WATERLOO, IOWA

**I. G. LONDERGAN**  
Vice Pres. & Gen'l Mgr.

**E. E. BROWN**  
Agency Supervisor

## AUGUST SALES SLUMP

YEAR IS STILL WELL AHEAD

**Research Bureau Figures Show Business  
6 Percent Below August, 1923,  
Though Year Is 8 Percent Greater**

NEW YORK, Sept. 23.—August was the first month in which sales of ordinary life insurance for the United States have fallen below the sales a year earlier, since April, 1922, according to figures just issued by the Life Insurance Sales Research Bureau of Hartford, Conn. This slump does not seem to be due so much to any change in general business conditions as to the fact that 5,000 of the leading life insurance agents of the country met in Los Angeles and were taken away from their work for from five or six days to two or three weeks. Although this meeting took place in the latter part of July, its effect would be most noticeable in the paid for business in August. A similar meeting was held in September last year at Chicago.

The sales of ordinary life insurance by companies doing 89 per cent of the total business in the United States amounted in August to \$508,389,000. This is a decrease of 6 percent below the figure for August, 1923. The decrease was quite general throughout the country—only the east south central and the mountain states showing an increase over last year. For the year to date, sales of life insurance are 8 percent above sales in the corresponding period of last year. This increase has been shared by all but one section of the country. It is particularly remarkable in view of the fact that so many industries and businesses have been in a depressed condition since early this spring. For the year to date, the leading states are Rhode Island, New York, Michigan, Idaho, Utah and Nevada. In each of these states sales have increased 15 percent or more above sales in the first eight months of last year.

### Sales in Canada Decline

The sales of life insurance in Canada during August fell 10 percent below the figure of a year earlier. This in marked contrast to the record of sales for the first eight months, which, for the Dominion as a whole, is an increase of 10 percent over last year, according to the figures just issued by the Research Bureau. As in the case of the falling off of life insurance sales in the United States, the decrease in Canada may be attributed to the fact that a large meeting of the leading agents took them also from their work for a week or so. The Bureau reports that \$27,983,000 of new ordinary business was sold by companies which do over four-fifths of the total ordinary life insurance business in Canada. The province of New Brunswick was the only one to show an increase of sales in August over sales of the year earlier, but the amount of business done in New Brunswick is so small that it has very little effect on the total business done in Canada. In the province of Ontario, where the volume of sales is greatest, the record was 5 percent below last year, and in the province of Quebec it was 11 percent below. For the year to date each of these provinces show an increase of 14 percent.

### Western States' Special Bonus

Primarily to encourage agents to assist in the work of making new agency connections for the company, President H. J. Saunders of the Western States Life announced last week a presentation of special bonuses amounting to \$50 each to six agents who were responsible for the appointment of six new agents who, during their first year, qualified for the \$100,000 Club of the company. The agents receiving this special bonus were Max Singerman, George T. Carmona, M. E. Stack, W. Economidis, M. Scheer and D. E. Hale.

## LOOKS FOR GOOD YEAR

VOLUME IS ABOUT THE SAME

**Union Central Life Looks Forward to  
Fine Business During the Closing  
Months of 1924**

CINCINNATI, O., Sept. 24.—The Union Central Life has written so far this year about the same volume of business as was placed upon its books in the same period last year. In 1923, the company made a phenomenal increase, gaining 30 percent in premium income whereas the general increase for the country was about 13 percent. This year the Union Central did not set high quotas for its districts or engage in any other methods for the purpose of stimulating business beyond what would normally come in.

### Conservation of Business

More attention has been given this year to conservation of business. This is done through the agency, insurance and actuarial departments. The agency department distributes literature designed to prevent lapses. The insurance department makes special efforts to revive policies where there is repayment of loans or other financial transactions opening the way. The actuarial department makes a special effort at revival of lapsed policies.

The company is expecting a good business during the remaining months, reporting that prospects are much improved in the agricultural regions. There is a tendency at the present time on the part of many to defer action for two or three months and this is having somewhat of a deterrent effect but general conditions are such as to warrant the belief that the last few months of the year will show an increase in premiums rather than a decrease as compared with the same months of last year.

### FARM BUSINESS "BEST EVER"

**Bankers Life of Iowa Reports Especially  
Favorable Results in Minnesota  
and Dakotas**

O. B. Jackman, superintendent of agencies of the Bankers Life of Iowa, declares that agents report the best business ever among farmers. He says this is especially true of North Dakota, South Dakota and Minnesota, states from which the least is to be expected. Numerous bank failures in those states scared the farmers and as a result they are not giving out checks in the payment of claims but instead they reach down and pull out the cash to meet obligations, not daring to trust others to take care of their money for them.

The Bankers Life has designated October as "Old Policyholders Month." Each policyholder has been asked to turn in the names of five prospects and in this way it is hoped to make October a record breaker. The present year gives promise of exceeding by far any previous one, as up to Sept. 1 there was a gain of around \$9,000,000 over last year.

### Plan of Managers Association

The Agency Managers' Association has been organized by general agents of the Northwestern National Life. The initial meeting was held in Chicago when 14 general agents met to organize. The plan is to bring the field in closer touch with the home office. The executive committee of the Agency Managers' Association later met with the officers' committee at the home office, devoting two days to working out a definite program of cooperation. A. W. Cray, the president, is devoting considerable time to organization. No agency will be admitted to membership until it has paid for \$500,000 of business exclusive of brokerage of \$250,000 during the six weeks preceding application for membership.



## BASIS FOR IDEAL GENERAL AGENCY GIVEN BY K. A. LUTHER OF AETNA LIFE

**K.** A. LUTHER, agency secretary of the Aetna Life, at the company's recent managers' conference at Hot Springs, Va., outlined these qualifications for the "Ideal General Agency":

Has an allotment set by the general agent.

Business allotment on a per capita basis.

Volume increase each year (percentage) to depend upon general business of country and local conditions.

Knows lapse ratio taking company average as a basis.

Increases average size of policy written, having goal best company's average.

Knows the average size of premiums produced and strives to raise average.

Has best and better class of citizens as policyholders.

Has its share of brokerage business offered by its section.

Is on friendly relations with other life insurance offices and agents.

Is active in life underwriters' association.

Has a high class of life insurance men, citizens with standing in community.

Is an organization that reaches all classes, creeds and nationalities.

\* \* \*

Has a general agent, a good share of whose time is spent in finding and training and working with them to establish them on a self-sustaining basis.

Has an assistant a certain part of whose time is spent in working with, encouraging and assisting the older to help the younger agents.

Has all parts of territory organized and producing their full share.

Has an assistant or assistants aiding in agency development—no split commissions.

Has no part-time man who has been in the business more than one year.

Has one or more men who are capable of having paid to the agency the highest compliment possible, viz. selection for a general agency of their own.

Has the office force organized with someone at the head who takes the responsibility and reduces work of general agent in this connection to a minimum.

\* \* \*

Secures settlement with the application on binding receipt.

### D. J. Harrison

Daniel J. Harrison is now acting branch manager at Richmond, Va., for the Acacia Mutual Life, having assumed the duties of this position when W. L. Rogers resigned the branch managership recently. Mr. Rogers, who went to Richmond last winter from the home office in Washington, has returned to that city. It is understood that he has made a connection with another company there. Mr. Harrison was general agent at Richmond for the Acacia for some years before the establishment of the branch office. When Mr. Rogers was sent down from Washington to become branch manager, he remained with the company in the capacity of a salesman.

### Fidelity Mutual Buys Site

The Fidelity Mutual Life announces the purchase of a block of ground on the Philadelphia Parkway for the erection of a new large head office building. The site is bounded by Fairmount avenue, 25th street, Pennsylvania avenue and Olive street. It is a beautiful location directly opposite Fairmount Park and the magnificent new art museum now being erected by the city. The old building owned and occupied by the company, just across the street from the Philadelphia Life home office, has become inadequate for growing business, according to President Talbot of

Makes and reports collections promptly. Holds agency meeting weekly and one or two meetings a year for everybody (several days' duration).

Keeps insurance publications on hand for information of everyone.

Has a man posted on technical side of the business, viz: inheritance tax and income tax, wills, bankruptcy, settlement of estates, etc.

Has an agency force boosting for the organization, getting men, etc. (our agency spirit).

Is every man on hand in the morning putting in proper hours soliciting and working with his head as well as his feet.

\* \* \*

Has circularization done and gives leads to men.

Discourages loans on policies.

Keeps extensions on premiums at a minimum.

Calls on old policyholders once a year at least.

Works up programs of life insurance.

Urges its men to make clients and repeaters of policyholders instead of selling once and forgetting.

Gives leads from registration cards to old and new men.

Trains its men to have higher conception of life insurance than a living for themselves. Service to mankind.

\* \* \*

Has its lapses followed up consistently to reinstate.

Has its loans followed up consistently to eliminate.

Has all term policies followed up for conversion, distributing leads on such contracts placed by an agent whose services have terminated.

Always talks and sells annual premiums.

Has a general agent who is an executive, organizer and leader.

Has a definite educational program for new and old men.

Has an agency organ going to the field giving company record, agency record, individual records and sales helps.

Always sells and renders service.

\* \* \*

"I doubt if big business can be permanently founded minus high ideals."

"Nothing is impossible to intelligent industry and a man with an ideal."

"A man without an ideal has a head as empty as a hayloft in early June."

the Fidelity. Although some such move has been contemplated for years, plans for the new structure are not ready for announcement at this time.

The Fidelity is the second big life insurance company in this city to decide upon a location considerably westward. The Provident Mutual purchased a site in West Philadelphia last year.

### Plan Another Convention in February

Following a most successful two-day sales conference held by the Farmers National Life at the Hotel LaSalle, Chicago, the last part of August, that company has decided to hold another similar meeting Feb. 12-13, 1925.

The last meeting, which was handled entirely by men inside the Farmers National organization with the exception of a characteristically inspiring address by Judge Orbison of Indianapolis at the closing banquet, was so well received by the agents and their wives and aroused such enthusiasm that the officers of the company concluded it would be a mistake to wait a full twelve months before the next meeting. Consequently word has gone out about the February meeting and the agency force of the company is now engaged in qualifying on a production basis.

The agency force of the company increased the August production 30 percent over the same month last year.

**We write a complete line of policies—age one to sixty-five. We have all the modern features of life insurance.**

### General Agency Openings In

**MICHIGAN:** Dowagiac, Hillsdale, Adrian, Jackson, Ann Arbor, Pontiac, Traverse City, Bay City.

**OKLAHOMA:** Oklahoma City, Enid, Ardmore, McAlester, Okmulgee, Guthrie, Bartlesville.

**OHIO:** Dayton, Cincinnati, Toledo, Cleveland, Sandusky.

**INDIANA:** Indianapolis, Terre Haute.

**ILLINOIS:** Springfield, Bloomington, Peoria, Decatur, Jacksonville, Joliet, Rockford, Waukegan.

**MISSOURI:** St. Louis, Springfield, Joplin, Moberly, Jefferson City.

**IOWA:** Des Moines, Council Bluffs, Sioux City, Davenport, Burlington.

## Farmers National Life Insurance Company of America

A. O. Hughes, Vice-President in Charge of Agencies

3401 South Michigan Avenue

Chicago

## Volume of Business

It is an established fact that MUTUAL BENEFIT agents write large volumes of business. That is due to two important reasons: First, the Company's agents are intelligent, well-trained men, with a vision of what Mutual Benefit Life Insurance will do for their clients, and, second, the policy contract has in it many "salability features."

Besides, Mutual Benefit Policyholders are satisfied friends of the Company and its agents.

The

## Mutual Benefit Life Insurance Co.

Organized 1845

Newark, New Jersey

## 8 Hour POLICY SERVICE to Agents



WEST COAST LIFE Policies are completed and mailed the same day that complete papers are received.

The fact that you can absolutely depend upon prompt, accurate service from WEST COAST LIFE'S Home Office is a distinct advantage when closing a prospect.

**WEST COAST LIFE**  
INSURANCE COMPANY  
HOME OFFICE - SAN FRANCISCO

The only company on the Coast carrying Group Insurance

NU-3

## Shortening The Selling Process

OUR SYSTEM of obtaining "leads" for our Agents has been cited as one of the most successful in operation.

This service is part of our comprehensive program of Home Office cooperation which is of genuine practical value to our men in the field. Service to policyholders is also the best kind of service to Agents. Our Policyholders Service Department offers, among other things, the health service of the Life Extension Institute free of charge.

For information concerning Agency opportunities, address:

**T. LOUIS HANSEN, Vice-President**

**The Guardian Life Insurance Company  
OF AMERICA**

Established 1860 under the Laws of the State of New York  
**Home Office: 50 Union Square, New York**

**"SAFE AS A GOVERNMENT BOND"**

**The OHIO STATE LIFE**

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT FOR FACTS**

Openings Ohio, Ind., Ky., Mich., W. Va., Tex. and Okla. Write Columbus

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

**The Capitol Life Insurance Co. of Colorado**  
Clarence J. Daly, President  
Denver, Colorado



## Ninth in the U. S. A.

In 14 years this Company developed an accident and health business that placed it in 9th place among all the companies of the United States in amount of disability claims paid. And it is now making equal progress in the development of the Life Insurance Department.

**BUSINESS MEN'S ASSURANCE COMPANY**  
W. T. GRANT, President  
KANSAS CITY, MISSOURI

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance." \$1.00, including Quiz Book supplement. The National Underwriter, 1382 Insurance Exchange, Chicago.

## CONTINENTAL ROUNDUP

### MEET IN CHICAGO THIS WEEK

Members of 120 Club Gather at Home  
Office for Three-Day  
Conference

The annual agency round-up of the Continental Assurance is being held in Chicago this week where the members of the 120 Club are holding a three-day session. The convention opens today and will continue through Friday and Saturday, convention headquarters being the Hotel LaSalle, except for the annual banquet, which will be at the Congress on Friday evening.

Vice-President H. A. Behrens of the Continental Casualty will give the address of welcome, being introduced by Vice-President Glenn Claypool of the Continental Assurance. The three-day business session will be given over to talks on business getting methods and company announcements, the speakers being home office and field men. The club sessions will be presided over by the new officers, President A. W. Wanek, who qualified with \$500,000 new business, and Vice-President J. D. Jepson, who qualified with \$350,000.

### PENN MUTUAL NAMES HALL

Succeeds Firm of Hall & McNamara as  
New York General Agents  
for Company

The firm of Hall & McNamara, general agents for the Penn Mutual Life, has been dissolved and J. Elliott Hall has been appointed general agent of the Penn Mutual to succeed the old partnership. An agency meeting was held Monday in the new quarters at 30 Church street, directly across the street from the old agency. Sixty agents formerly associated with Hall & McNamara were in attendance and formed a new association called the J. Elliott Hall Agency Association. Mr. Hall retained the services of David B. Adler, who will be directly responsible for agency building and development as general manager of the agency. A. P. Uihlein, formerly assistant in a department of outside associations, has also affiliated with Mr. Hall and will be assistant manager in charge of outside agents. M. P. Gallagher, cashier, and Roy Forshay, counter man with the former agency, and all but three of the clerical force will continue with the Penn Mutual in Mr. Hall's agency. Mr. Hall has announced a few changes in the agency contract which is more liberal from the agents' point of view and liberalizes commissions in a few cases. John C. McNamara continues with offices at the old address at 25 Church street, but has not yet announced his new connection.

## WIDESPREAD INTEREST IN NON-MEDICAL PLAN

(CONTINUED FROM PAGE 1)

said: "I would certainly like to see our company go into this proposition. It is not safe to write large amounts without examination. On the small policies it is all right because of the saving of medical examination fees. These are a real percentage of the expense on \$1,000 and \$2,000 policies and, although you are bound to have a higher mortality, the saving justifies the plan. On the larger policies this is not the case. The fact that those written have been examined within two years means practically nothing. The statement of health cannot be taken very seriously except in the mass. In any individual case the chances are even that the prospect will gloss over the facts or even tell a falsehood if he wants insurance. The average applicant has no hesitancy in omitting mention of

disabilities and impairments unless they are asked about specifically. For instance, I saw a case just this morning where a man applied for the limit of the company, \$250,000, and omitted mention of the fact that he has had several attacks of diabetes. Although there are many agents today who would protect the company, there are enough of them who are out for their own good alone to spoil the average by loading us up with impaired risks. I think while it is practical with a small policy it is certainly not so with up to \$10,000 on all forms of contracts."

The success of group insurance in the amount of business being written without examination is advanced to show the practicability of insurance without examination. With an inspection report required and reliable agency force, there is no reason why an average group should not be obtained, in the opinion of those advocating the plan.

A number of states require medical examination, and in these states neither the Aetna nor the Prudential plans can be put into effect. One critic of this law, who is not connected with either the Aetna or Prudential, said that there really is no excuse for it. He said it is passed on the theory that if any company is required to examine its applicants it will, upon finding them impaired, reject them. However, he said, this is not the case. The object of the law is really to prevent "wild-catting" and to keep unscrupulous companies from loading up with a poor class of business in order to build up the large amount of reserves for investment purposes. Any company that wanted to do this could do it in spite of the law because, although the examination is required, there is no law saying what disposition shall be made of it afterwards.

Some states required medical examination, even in the case of group insurance, although most of them have waived the requirement on group. In one state where this requirement was made, the group companies made the examinations but would consider the report as a group and not on individual cases, and if the group as a whole looked satisfactory, those who were undoubtedly impaired and uninsurable on individual policies were acceptable under the group.

It can probably be predicted that if this practice of writing insurance without examination becomes general that the law will eventually be repealed or waived in all the states. It is probably significant that in New York and Illinois and other states that are noted for the care with which their insurance practices have been protected by law, do not require a medical examination.

## RELIANCE LIFE'S MEN IN REGIONAL MEETING

(CONTINUED FROM PAGE 3)

Kenna, assistant secretary, spoke on the work of the inspection department and urged a continued good selection of business by the field forces. J. H. Layton, auditor of agency accounts, praised the cooperation between the office and the field force.

### Only One Woman Qualified

General Manager E. C. MacCormack closed the banquet with a glowing tribute to the profession. The music and entertainment was in charge of Mr. and Mrs. F. A. Pleus, of Boulder, Colo.

The only woman who qualified for the convention was Mrs. Ross J. Wilkes from Tillamook, Ore. Mrs. Wilkes has been with the company only a short time and has made a remarkable showing in production.

The eastern division will hold a regional meeting at White Sulphur Springs, W. Va., next month, this completing the convention program for the year.

Vice-President Scott presented to each delegate with his compliments a beautiful leather souvenir note book.

J. P. O'Connor has been appointed general agent of the Northwestern National Life for north central Kansas, with headquarters in Salina.



**PROGRAM ANNOUNCED****PLAN FOR BIG AGENCY RALLY**

Penn Mutual Men on Coast Arrange  
Final Details for Western Regional  
Convention, Sept. 30-Oct. 2

LOS ANGELES, CAL., Sept. 23.—The program for the western regional convention of the Penn Mutual Life, to be held in Los Angeles, at the Biltmore Hotel, Sept. 30-Oct. 2, has been completed and is as follows:

**Tuesday, Sept. 30****Morning**

John F. Van Slooten, presiding, and Will G. Farrell, timekeeper.

Invocation.

Opening Address—John F. Van Slooten.

Official Greeting—Vice-President William H. Kingsley.

Response—Seth B. Thompson, Portland.

Address—"Life Insurance, the Investment," Agnew F. Field, Los Angeles.

Address—"The Successful Underwriter," Ralph Humphreys, Assistant to the vice-president.

"Hail! Hail! Hail!"—Los Angeles Pen Pushers.

Prize contest for five minute presentations:

"How I Write a Large Number of Cases"—Contestants, J. W. McClelland, Joel W. Hicks, Charles W. Check and James H. Begg.

"My Selling Plan"—Contestants, Paul Duryea, Henry Siemens, Charles E. Spurgin, R. C. Kennan, and Harry M. Walthew.

How to Develop Prospects"—Contestants, Dr. S. C. Drollinger, Ralph Randolph, Louis Asbell and A. O. Bauman.

"Service First and Last"—William Stephens.

Closing Address—"Several Things," Stewart Anderson, manager home office service bureau.

**Afternoon**

Golf Tournament.

**Wednesday, Oct. 1****Morning**

Presiding Officers, C. F. Henking, C. L. Randolph and Will G. Farrell.

Address—"Medical Aspects of Total Disability," Dr. J. P. Hutchinson, medical director.

Discussion led by W. A. Carter.

Address—"New Aspects of Insurance Taxation," E. Paul Huttlinger.

Discussion led by Paul Huntsberger.

"The Approach"—Joseph F. Grant.

Prize Contest Open to all on best 2 minute approach, led by T. J. O'Brien.

Discussion—"Life Income Insurance," George W. Schoeffel.

"Recent Actual Cases Where Estate Have Been Dissipated and in Which Income Insurance Would Have Helped"—W. M. Livengood, P. J. O'Hara, George A. Webster, Wayne Murray and Rulon M. Owen.

Recent Actual Cases Where Income Insurance Has Notably Served.—R. F. Hysom, S. A. Harrison, W. A. Carter and Will G. Farrell.

Report of Nominating Committee and election.

**Afternoon**

Automobile Tour.

**Evening**

Banquet at Biltmore, John F. Van Slooten, presiding; Will G. Farrell, toastmaster.

Address—"Penn Mutualism," Vice-President Wm. H. Kingsley.

Address—"Seattle Surrenders the Watch," Harry M. Walthew.

Response—"Los Angeles Lugs It," William H. Metzger.

Presentation of Prizes by Vice-President Kingsley.

One-Act Play, "The Heart of the Estate," by same cast as presented it to National Convention.

Address—"The Dig and Dignity of the Profession," Dr. Rufus B. Von Kleinsmid, president University of Southern California.

**Thursday, Oct. 2**

Joseph H. Harrison, presiding. Address by Joseph H. Harrison, purchasing agent of company.

Address—"When the Policy Matures as a Death Claim," Malcom Adam.

Discussion led by Benjamin F. Wise.

Address—"Aiding the Field Force," M. Louis Johnson, assistant actuary.

Discussion led by Wm. H. Metzger.

Address—"Service Before the Sale," George D. Dryer.

Address—"What Will It Cost," John B. Duryea.

Complete Sales Demonstration, using the case method, of the approach, the presentation and the close, based upon a pen picture of the prospect, led by David M. Williams, assisted by Joseph Hafner, who will act as the prospect, and followed by Jos. F. Grant, Seth B. Thompson, R. T. Shipley, B. F. Martin and Rulon M. Owen. The case will be summed up by Agnew F. Field.

**Afternoon**

Golf Tournament.

The convention will be attended by Penn Mutual field men from Colorado, Montana, Washington, Oregon, Utah and California, and it is expected that approximately 150 will be present.

## OFFICE MANAGEMENT IS IMPORTANT FACTOR

(CONTINUED FROM PAGE 2)

ning expert, are: The problem is studied in detail by those most familiar with the work affected, so that the ultimate order is more apt to be practical in its details and in its relation to company activities as a whole; each group affected is educated and "sold" on the idea, so that it becomes a suggestion or a method to which all are converted before it becomes an order; the final order carries the weight of the entire official staff, which guarantees that it has received more thorough consideration, and gains for it greater force of authority.

"Gradually, well-organized management and office practice tend to bind the different departments of a life insurance company into a unit, functioning smoothly in its diversified activities, and yet with a common understanding of principles and a co-operative interest in practice. The office is the company melting pot, and departmental diversification there takes on an intelligible and practical coherency.

**Is Help to Company**

"What this means in company development can hardly be imagined by anyone who has not lived through and survived the transition, and I do not hesitate to say that the service rendered to the company, in sentiment, in economy, and in service through a well-managed office organization, constitutes as great or greater contribution to that company's success than any other individual departmental activity. However vital may be the mathematical, accounting, promotional, or medical activities of a life company, to mention only the four departments which cover probably 90 per cent of the company's routine, their effectiveness may be so seriously impaired by faulty office methods as to render them in great part a handicap rather than a major factor in company success.

**Realization First Step**

"Such conditions would not be tolerated, except that in most instances the company executives are unaware that anything is amiss. The office has drifted along somehow for so many years that the officials are not aware of the losses and the inefficiency. A big step has been taken when the realization comes at last that a reform in office methods can no longer be delayed.

"But the solution does not lie in any prescribed chart or formula. Prolonged, painstaking, systematic and intelligently guided investigation will be required in order to detect the errors in method and to determine improvements in system. And always the human element must be kept in mind. An office cannot be finally systematized in a day or month or a year, any more than a man can be educated in a certain period. Education is a lifelong process until senility puts an end to development, and when an office is completely systematized

(CONTINUED ON PAGE 24)

# Chicago National Life Insurance Co.

202 South State Street, Chicago

The romance of OPPORTUNITY in any city, perhaps, has seldom, if ever, demonstrated a more striking example of what can be done than is shown by the records of the CHICAGO NATIONAL LIFE INSURANCE COMPANY. Many men in the business and out of it have remarked, "It's surprising!"

Over 13,000,000 in force—paid for business—close of 24 months—actual operations.

Think of the advantage of a connection with a fast growing company like this.

**A. E. JOHNSON**

Agency Manager

Phone Wabash 4583



## Southland Life

**Insurance Co.**

HARRY L. SEAY, President

*Insurance In Force*

**\$80,000,000**

*Admitted Assets*

**\$8,700,000**

The latest in approved policy forms.

Disability Annuity Benefits with first payment IMMEDIATE.

Waiver of Premiums without extra charge.

Double Accidental Death Benefits.

Sub-standard risks are handled as expeditiously as those on standard lives thus insuring to the agent a maximum of service.

Advantageous agency contracts open to men of ability and integrity. Previous insurance experience not essential.

**CLARENCE E. LINZ**

Vice-President and Treasurer, in Charge of Agents

**PHILIP N. THEVENET**  
Vice-President and Secretary

**PAUL V. MONTGOMERY**  
Vice-President and Actuary

**DALLAS, TEXAS**

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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### Stanley Edwards' Poetical Definition

J. STANLEY EDWARDS, manager of the AETNA LIFE at Denver, gave the insurance world a remarkably eloquent and really beautiful definition of life insurance, in his talk before the recent agency managers' conference of his company.

Mr. EDWARDS was exhorting his associates to search out the hidden assets of life insurance and to bring home to the public the fact that a premium never ceases to work for some great enterprise of national worth while the assured

lives. Here is Mr. EDWARDS' definition of life insurance:

"Life insurance is financial faith well founded, hope made certain by fruition, charity eclipsed by lack of want, human love made immortal by the tokens sent back from beyond the grave. This is what a monthly income policy does."

This envisions life insurance in a wonderfully poetical form. Mr. EDWARDS deserves credit for giving us this picture of life insurance.

### Two Coaches' Views on Success

SELF-RESTRAINT, concentration and dependability were listed as three of the essentials to success in any line of endeavor by two of the country's foremost football coaches, A. A. STAGG of the University of Chicago and KNUTE ROCKNE of Notre Dame, speaking before a recent meeting of the Insurance Club of Chicago. Coach ROCKNE said that football teaches the athlete self-restraint, both mental and physical and to be successful today in any modern occupation this is essential. He said that football today teaches mental concentration. He said: "You men are successful in the insurance business because you can sit down for eight, ten, twelve or fifteen hours daily and think nothing but insurance. That is why you are successful in that calling. A successful lawyer is a man who can sit down and think just

one case for 16 or 24 hours. A successful surgeon must sit down and study a book on anatomy and then the next day he can perform a successful operation." Coach STAGG added the thought of dependability, saying, "It is the tendency of all our work in athletics to teach along the line of dependability. The men have their particular jobs. They have got to do them. Now everybody does not move along with the same degree of speed in a business, and everybody does not get ahead as fast as others, but when you get a fellow that says: 'I'm going to stay with the job, it is my responsibility,' and he feels it so surely that everybody recognizes he is a man they can rely upon, that fellow has gone a long way towards becoming successful in whatever walk of life he is found."

### May Become Too Psychological

WALTER E. WEBB of Chicago, vice-president of the NATIONAL LIFE, U. S. A., believes that there is danger of the life man becoming too psychological, so to speak, and becoming enamored with the processes of selling to such an extent that he overlooks the practical side, and thus fails in his efforts to clinch the bargain.

Mr. WEBB takes the position that the public and business generally are completely fed up on what he terms "high-brow" selling methods. He takes the position that never before has there been so great an opportunity for the four-square man who knows his goods and presents his proposition in a simple, straight-forward manner; lets the prospect select what he wants, if he will, or presenting a sane proposition, fitted to his needs, and then stopping long enough in his drive for business to let the prospect buy.

Mr. WEBB cites an incident in connection with his office where the NATIONAL

LIFE, U. S. A., was in the market for a certain commodity. A letter was written to the headquarters of the concern marketing the goods. This was forwarded to the Chicago representative. Although the NATIONAL LIFE, U. S. A., already desired to make the purchase, and had shown its willingness, yet the salesman at Chicago evidently had been practicing on the company, attempting to draw it through the various sales processes in order to break down the "sales resistance." As Mr. WEBB puts it: "Although our first letter to the manufacturing concern made clear our desires and interests, the salesman from his first call has insisted on practicing approaches, arousing interest, creating desire, closing a dozen attempts to work us up into a fever pitch so that he might enjoy the thrill of a psychological moment."

As Mr. WEBB expresses it, there are salesmen who talk themselves in and out of a sale instead of talking them-

selves in and keeping quiet long enough to see whether or not what he has to offer will fit in the prospect's scheme of things.

Undoubtedly there has been a great improvement in selling life insurance. In the past, it was done in a rather crude way, at times. Then came the attempt to introduce more scientific sales methods in the hope that the prospect would be better served and his needs met more

intelligently. Perhaps now we have gone a trifle too far in emphasizing the psychological factors, and are hanging about the selling processes burdens that are too heavy.

There are some salesmen who have evidently reached the conclusion that they cannot make a successful sale, unless the stages pointed out by the sales manager are followed in every particular.

### Salesmen Are Needed

ONCE in a while one meets a man who begrudges the life insurance salesman his commission, who claims that it ought to be written without salesmen working on a commission basis. Theoretically that man may be right, for if human nature were what it should be, applicants for life insurance would be standing in line in the insurance offices instead of thinking up objections to tell the salesmen who canvasses them. We have one or two splendid examples of

what may be accomplished without life insurance salesmen.

Massachusetts has offered its citizens life insurance for the past 15 years, and at present has about \$29,000,000 in force. The EQUITABLE LIFE of London, founded in 1752, operates without agents, and after a successful career of over 170 years, during which it has built up a reputation and financial soundness that cannot be surpassed, it issues annually only about \$1,000,000 of insurance.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

President H. J. Saunders of the Western States Life of San Francisco, who was on the program for the annual meeting of the American Life Convention, has found it necessary to cancel his engagement, as he will not be able to get away from his office to go to New Orleans.

F. W. Bleike of the Mutual Benefit Life in Chicago celebrated his 50th anniversary in life insurance last week. Mr. Bleike is one of the three semi-centenarians in the life insurance business in Chicago. The other two are S. H. Curran, Sr., of the Equitable Life of New York, the old time general agent of that company in the city, and E. H. Carmack, one of the general agents of the State Mutual Life, who also belongs in the 50-year class.

Ralph H. Kastner, who for the past two years has been connected with the office of T. W. Blackburn, secretary and counsel of the American Life Convention at Omaha, Neb., has just returned from a honeymoon trip through Estes Park and other Colorado points together with a visit to the national convention of the American Legion at St. Paul, to which Mr. Kastner was a delegate. Mr. Kastner was married at Council Bluffs, Ia., Sept. 6, to Miss Blanche Endecott. They will make their home for the present at Council Bluffs.

M. S. Mell, aged 68 years, for 25 years with the Northwestern Mutual Life at Des Moines, is dead as a result of an operation in a hospital there. He was prominent in church work and for 15 years he taught the adult Bible class in the Central Church of Christ, the largest Sunday school class in the city. He was rated as an authority in life insurance matters and was a leader among life insurance men in that city.

Rupert F. Fry, president of the Old Line Life of Milwaukee, was married to Miss Estelle Hanson of Chicago, in the latter city, late in August, according to announcement just made. The bride and groom are spending their honeymoon at Mackinac Island. Mr. Fry is active in business and social circles of Milwaukee and is one of the best known insurance executives in Wisconsin.

Arthur W. Parsons, vice-president of the Pacific Mutual Life and manager of the company's San Francisco branch office, who was seriously injured several weeks ago at Balboa while boarding his yacht preparatory to sailing on a cruise to Catalina where he had ex-

pected to spend his vacation, has returned to his office, which is now located in the new building of the company at 660 Market street. The former building on this site was destroyed by fire and the Pacific Mutual Life entered into a long term lease with the owners in order to have the new building constructed to meet its requirements. The company is now occupying the second, third and part of the fourth floors and expects to have its formal opening some time during the next two weeks, at which time home office officials will be present.

M. E. Singleton, president of the Missouri State Life, is touring California looking over the company's farm loans throughout the state.

Senator George Wharton Pepper, general counsel of the Penn Mutual and an honorary member of the Philadelphia Association of Life Underwriters, returned to Philadelphia last Friday after a vacation trip in Maine in which he delivered a number of political addresses in the Republican presidential campaign. He will speak at Williamsport, Pa., Sept. 27 and at an industrial banquet in Pittsburgh Oct. 11.

William J. Graham, second vice president of the Equitable Life, of New York has returned to his office after a two months' trip in Europe. Mr. Graham took the trip largely to obtain a much needed rest following a brief illness earlier in the summer. He returns feeling very fit. While in England, Mr. Graham made a study of life underwriting conditions in that country. He found that the English life insurance companies are very interested in American business getting methods. They have progressed as rapidly, if not more rapidly, in the underwriting end of the life insurance business, but on getting volume they have not come up to the American standard. This appears to be largely due to their agency system which is not comparable to ours and which, except in the industrial companies, is conducted without canvassing in the sense that it is done in America.

Graham C. Wells, manager of the Provident Mutual of New York and president of the National Association of Life Underwriters during the past year, has returned to his office after an illness of five months. Mr. Wells' physician reports a complete cure from ulcers of the stomach from which he has been suffering. As chairman of the executive committee Mr. Wells will continue in active association work and has already done some committee work.



**LIFE AGENCY CHANGES****MANY CHANGES ANNOUNCED****Several Appointments in Coast and Mountain Field by Occidental Life of Los Angeles**

The Occidental Life of Los Angeles has announced several agency appointments, effective as of Sept. 1. The company has changed its Seattle agency to a full branch office, with H. D. Ladley as manager. William Dougherty, who has been in the San Joaquin valley in California, has been appointed agency supervisor in Arizona with headquarters at Phoenix. W. A. Bullock, formerly field superintendent at Spokane, has been appointed field superintendent at Billings, Mont., to report through the Denver office. Henry E. Wirth has been appointed agency supervisor at Spokane and will develop eastern Washington. Benjamin M. Collins succeeds Mr. Wirth as field superintendent at Portland. Jacob Dorrin will join the Portland office as agency instructor. C. E. Lankford succeeds R. O. Berg as field superintendent, operating out of the Denver office.

**National U. S. A. Appointments**

The National Life U. S. A., has appointed Henry F. Peirce, general agent for North Carolina, with temporary headquarters at Warsaw. Mr. Peirce has been a successful banker in his home state and for the past ten years has made an enviable record in the underwriting field.

C. J. Carr has been appointed general agent for Northern Ohio with headquarters at Cleveland. Mr. Carr was formerly assistant manager for another company, having been in the life insurance business for a number of years. He will be assisted by Lester Kleinberg, who has also had considerable experience with another company.

**A. M. Plumb**

A. M. Plumb has been appointed general agent of the Northwestern National Life for western Missouri and eastern Kansas with headquarters at Kansas City. For some time he was manager of the American Brick Company's plant at Plattsville, Wis. Later he entered life insurance work and made a success of it.

**State Mutual Changes**

The State Mutual Life of Massachusetts has appointed Charles R. Gowen general agent at Rochester, N. Y. Mr. Gowen has been one of the company's most successful producers since 1920, when he became connected with the Syracuse agency.

Joseph A. Marr is now general agent at Washington, D. C., where he has represented the company for a number of years.

The company has just entered Iowa, assigning the eastern part of the state to Raymond J. Wiese, general agent at Rock Island, Ill. Other agencies will soon be opened.

**Good & Bouck**

Good & Bouck of Cleveland have been appointed managers for northeastern Ohio for the Union Mutual Life. Both men have had previous experience in the life insurance business and are good producers. Carl H. Good was formerly with the John Hancock Mutual and T. R. Bouck was with the Penn Mutual.

**Thomas E. Hartmann**

Thomas E. Hartmann has been appointed general agent for the New England Mutual Life in New Jersey with headquarters in Newark. Mr. Hartmann has been agency cashier for the company in the Allen general agency in New York for the past eight years. He has been more than cashier, however, having

# The Roll Call of States



## Offering Exceptional Agency Opportunities With The Lincoln National Life

Each star marks a state where The Lincoln National Life is extending personal and earnest co-operation of the kind that makes it pay to

LINK UP WITH THE LINCOLN



### The

# Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$325,000,000 In Force

## THE KOKOMO Life and Accident Insurance Company

Old Chief Kokomo cups his hands in a War-whoop for Braves to collect about him and file forth to gather a great tribe of pale faces into his wigwam.

He has Commercial "A" and "B" for Business and Professional men and women; The Payroll and Labor Leader for working men and women; The Farmers Special for Farmers, and Educator Special for Teachers.

The Old Chief is good to his Braves, his tribal customs are such that they go forth on the war path joyously and stay long on the trail.

If you can qualify as a Brave your tomahawk, head gear and blanket are waiting.

Chas. L. Hummel  
President

Dr. L. M. Knepple  
Medical Director

W. E. Weller  
Secretary



## Courtesy and Promptness

"It is undoubtedly a pleasure to know that within two hours after I received your very courteous and friendly letter in connection with my removal to Texas I was favored with a call from one of your local representatives, who personally offered to fulfill the promises of service contained in your letter."

This letter was made possible by a

**Direct Mail System** which follows up the policyholder regardless of change of address and maintains Company and Agency contact with him—and

**A Service Bureau** which sends adequate soliciting information about such policyholders to the resident agent.

That Agents and the Home Office work in close harmony is evidenced by the letter above. **Timely co-operation** turned a small courtesy into a real interview.

For Agency relations write the Home Office.

**The Union Central Life Insurance Company**  
Cincinnati, Ohio

been agency organizer and instructor of new agents in addition to the office duties. Mr. Hartmann is president of the charter class of the New England Mutual Life Training School for Agents, which graduated in 1923. He is a native New Yorker and was educated there. He studied architecture and was a practicing architect for 19 years. He then went into life insurance with the Allen agency. He has been active in community activities in Rockville Center, L. I., where he has lived.

### Glenn G. Phillips

Glenn G. Phillips has taken the general agency of the United Life & Accident at Toledo, O. L. C. Wilson, superintendent of agents of the United, is in Ohio doing organization work for the company.

### Bankers Life Changes

A. M. Shannon has resigned as agency manager at Tulsa, Okla., for the Bankers Life of Iowa, and A. V. Todd has been appointed in his place. J. B. Wood has resigned as regional sales manager.

### J. H. Gray and W. G. Eader

Joseph H. Gray, assistant general agent of the Equitable Life of Iowa at San Francisco, is to hereafter have

charge of the Oakland district for the company, while General Agent Walter G. Eader will continue to develop San Francisco headquarters. Mr. Gray will carry on an intensive agency development campaign in territory east of San Francisco Bay, extending down to San Joaquin valley.

### Robert Spratt

Robert Spratt has been appointed state agent for the Indianapolis State Life in Iowa. Mr. Spratt will make his headquarters in Des Moines. He was formerly general agent for the Northwestern National at Des Moines, Ia.

### R. M. Thomas

Roderick M. Thomas has been appointed to succeed the late J. Herman Ireland as general agent for the Home Life of New York for the State of Maryland. Mr. Thomas is an experienced life insurance man, having received his early training with the Maryland Life as supervisor of agents and later as agent for the Equitable Life of New York. For the last three years Mr. Thomas was general agent for the Reliance Life of Pittsburgh.

S. B. LeCompte, who has been connected with the agency for 16 years, will remain as cashier.

### D. M. Griffin

D. M. Griffin, since 1917 manager for Nova Scotia for the Dominion Life Assurance of Waterloo, Ont., has been appointed supervisor for the maritime provinces and New Foundland.

### George Mueller

The Mutual Life of Baltimore has opened a Chicago office for both ordinary and industrial business, George Mueller having been appointed superintendent and Thomas Hazelton manager of the industrial department.

### Life Agency Notes

H. G. Frost, formerly with a surgical supply house of Chicago, has become special agent for the Home Life of Little Rock, and will be associated with the Harrison agency of Little Rock.

Charles H. Wentz, formerly district organizer at Saskatoon, Sask., for the North American Life of Canada, has been appointed district manager for the company for southern Alberta with headquarters at Calgary.

### Rundle Elected to Board

W. E. Rundle has been elected a member of the board of directors of the Canada Life of Toronto. As vice president and general manager of the National Trust Company of Toronto, Mr. Rundle's knowledge and experience will be of very great value to the Canada Life.

## EASTERN STATES

### FRIENDLY FEELING IS SHOWN

#### Penn Mutual Men Guests of Prudential at Newark, Returning Visit of Last Year

NEWARK, N. J., Sept. 20.—An example of the friendly feeling existing between life insurance companies was the visit here today of a delegation of 75 members of the Penn Mutual Association as guests of the Prudential Athletic Association. The visitors came by motor and by train as a return call, as the Penn Mutualites entertained the Prudential men in Philadelphia last year.

The program included a tour of the Prudential building, luncheon, a motor trip to a baseball game in a suburb in which the hosts defeated the Penn Mutual team by a large score, a clown parade and a banquet at night at the Newark Athletic Club, at which addresses were delivered by Treasurer F. A. Boyle of the Prudential, who presided; Vice President Hurrell, G. H. Chace, secretary to the president of the company; "Deacon" E. Littlejohn and J. T. Matthews, president of the Athletic Association.



ation, all Prudential men, and the following Penn Mutualites: J. Howard Jeffries, assistant to the vice-president in charge of agencies, and Dr. Harry Toulmin, vice-president and medical director.

#### Fight New York "Chauffeur" Rule

Life insurance agents of New York state are up in arms over a new ruling by the New York State Tax Commission to the effect that real estate agents and life insurance men must pay for a chauffeur's license if they drive automobiles. This ruling is made to apply to real estate agents, who take prospective purchasers to the real estate that they have to sell, and through some freak of reasoning the life insurance salesman has been put in the same class. The matter has been referred to the New York State Association of Life Underwriters and if it is not able to get this unjust order rescinded, legislative action will be attempted.

#### "Ad" Men's Insurance Session

An insurance session will form part of the New England Advertising Clubs' Convention to be held in Hartford Nov. 16-19. On Nov. 19 a session will be devoted to insurance. It will commence at 9:30 a. m. with a ride around

the city and a trip to the Travelers' tower. Then the Hartford Fire, Aetna Life and other companies will be visited, with the Phoenix Mutual Life the last point on the tour. At this company the session will be held with Leon Soper as chairman. Winslow Russell will talk on "Concentrated Sales Effort."

#### New District Commissioner

WASHINGTON, D. C., Sept. 24.—T. M. Baldwin, Jr., will likely be appointed as superintendent of insurance for the District of Columbia about Oct. 1, it was indicated yesterday. The District commissioners decline to discuss the possible appointee, but it is known that Mr. Baldwin, who is now acting as superintendent of the insurance department, is being seriously considered for the place. Hundreds of letters have been received by the commissioners urging Mr. Baldwin's appointment.

#### Eastern Notes

The Peoples Life of Chicago is entering Ohio.

The Massachusetts Mutual Life will move its Buffalo office from the Morgan building to the Walbridge building, just opened in the heart of Buffalo's downtown section. The new offices will have 1,800 feet of floor space. J. B. Thebaud is general agent for the Buffalo district.

## IN THE MISSISSIPPI VALLEY

#### OLD LINE LIFE AGENCY MEET

Big Gathering of Company's Field Men to Be Held at Home Office in Milwaukee Oct. 6-7

MILWAUKEE, WIS., Sept. 24.—Officials of the Old Line Life of this city have completed the program for the Star Leaders' Club and agents' rally to be held here Oct. 6-7.

On Monday morning, Oct. 6, agents will be given an opportunity to inspect the new Old Line Life building at 137 Second street, which many of the company representatives have not yet seen. Agency business will also be transacted Monday morning. A meeting of the Star Leaders' Club will be held Monday afternoon. A separate program for this meeting has been worked out. Only club members will be present. The program opens with the reception of new members and an address of welcome by President J. P. Wolf of the club, with response by President Rupert F. Fry of the company, followed by installation of new officers and awarding of emblems. Present club officials are J. P. Wolf, president; Anthony Olinger, vice-president; J. J. Hoffman, second vice-president; L. C. Cortwright, secretary.

The actual agents' rally begins at 6 p. m. Monday with a dinner for the members of the field force and their ladies at the Wisconsin Hotel. C. M. Cartwright, managing editor of THE NATIONAL UNDERWRITER, will deliver the principal address. Anthony Olinger, district manager, will lead the music and community singing. The dinner will be followed by a theatre party.

The Tuesday morning session opens with an address of welcome by President Fry. The principal address of this session will be delivered by W. E. Bilheimer. Tuesday afternoon will be entirely devoted to discussions on pertinent topics, with John E. Reilly, secretary-treasurer, presiding. Some of the topics to be discussed are: "Lapses and Restorations," "Substandard Business and Rejections," "Methods That Guarantee a Constant Live Prospect List," "Our Most Popular Policy Contracts." Other subjects not listed in the program will be brought up for discussion if time allows.

#### Inter-Company Contest

The inter-company contest among the Business Men's Assurance, Midland Life and National Fidelity, all of Kansas

City continues to stimulate the salesmen to strong efforts. It happens that conditions have been such that the Business Men's Assurance has forged ahead of the others, with its big showing from Pacific Coast states, and others where the other companies are not entered, while the middle states have been suffering from the most severe depression in the United States. The fine harvest in the middle states holds the promise of quick action, however, and the "contest is not over yet." Despite the fact that one company seems now so far in the lead, the salesmen of the other companies are still stimulated by the contest, which has been a useful factor in promoting good feeling among the companies and their salesmen, and in promoting clean selling.

#### Controversy Over Group Plan

There has been considerable controversy in Nebraska over the proposed insuring of the national guard under a group policy with the Metropolitan Life. Nebraska life companies have insisted that they should have been given an opportunity to consider the proposition and insist that Governor Charles W. Bryan should have permitted them to consider it. Governor Bryan has issued a statement that the matter was purely a private transaction between the guardsmen and the adjutant general, in no way being an official action.

#### Endowments to Aid Hospital

Following a series of conferences regarding the financial situation confronting the Sisters of St. Mary's, who have recently completed their new hospital near St. Louis, a number of St. Louis business men have pledged themselves to raise \$1,500,000 for the hospital through the sale of five-year endowment policies made payable irrevocably to the Sisters. The insurance will be placed with the Metropolitan Life.

Festus J. Wade, president of the Mercantile Trust Company, St. Louis, outlined the plan at a meeting held Friday George L. Dyer, general agent of the Columbian National Life, who has accepted the organization chairmanship of the campaign, spoke briefly endorsing the plan. The campaign opens Oct. 22.

#### International Wins Iowa Case

In 1923 Paul Eberle of Des Moines was shot and killed while driving his automobile along the public highway east of Oskaloosa. His wife and adopted baby occupied a seat in the rear of the

## THE PEERLESS LIFE INSURANCE COMPANY

OF KANSAS CITY, MISSOURI

WANTS GENERAL AGENTS FOR HANNIBAL, KIRKSVILLE, CHILLICOTHE, ST. JOSEPH AND ROCKPORT

**LIFE ACCIDENT HEALTH**



#### Pictures Tell the Story

Cartoons will give your house organ that all necessary sparkle. Use them to put over your message or your special sales contest. Send for proof sheets.

**BUSINESS CARTOON SERVICE**  
35 South Dearborn Street, CHICAGO

EDW. G. SOURBIER  
President

CHAS. W. FOLZ  
Secretary

Age of this  
Institution—  
14 Years!



Life Insurance  
in force  
more than  
\$74,000,000

WHY?

**PUBLIC SAVINGS INSURANCE CO.**  
Public Savings Building : : : Indianapolis, Indiana  
PROTECTION FROM AGE 1 DAY TO 65 YEARS



OLDEST KANSAS  
COMPANY

## THE CENTRAL LIFE INSURANCE COMPANY

FORT SCOTT KANSAS

Agency Openings  
in KANSAS and MISSOURI

## Good Will

and customer satisfaction are created through fair dealing and conscientious attention to a business of merit and quality.

Our progress as a life insurance company is being made on the basis of more than seventy-eight years of uninterrupted service to our policyholders and the public.

## THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY

1846

Hartford, Conn.

1924

You've heard it said that National Underwriter Want  
Ads are result getters—they are.

auto. Mrs. Eberle was indicted by the grand jury of Mahaska county for murder and after a trial with many stormy sessions she was acquitted. Eberle carried a policy for \$29,000 with the International Life. The company compromised the case by the payment of \$5,000, obtaining a receipt from her relieving the company of any further claim. She afterwards recanted and brought suit for the remainder of the policy, her excuse being that she was ill when the agreement was signed and not responsible for her acts. The case was transferred to the federal court and when tried Sept. 17 at Creston, Mrs. Eberle lost, the court holding that the stipulations which she signed were binding both in morals and in law.

#### Baker's Legislative Plans

A new effort at working out the insurance legislative plans for the coming session of the legislature is being developed by Superintendent Baker of Kansas. He is planning to find out what legislation the insurance men and company officers of the state feel is needed and then will attempt to advise the legislature.

The Kansas life companies are now discussing plans for an organization of the companies organized in the state. The fire insurance agents and managers already have an active association and the life insurance agents and state managers have a strong underwriters' asso-

ciation. It is the plan of Mr. Baker to make inquiries of all of these organizations as to what suggestions they may have to offer relative to legislation. The department is now studying the plans which it will have for legislation on its own account.

It is proposed to gather such suggestions as may be given during October and then as soon as the legislature is chosen to send to every member a short statement of the contents of all proposed insurance measures. The members will be asked to study the proposed bills and seek such information as may be available from their local insurance men so that when the session begins each will have more or less definite information and advice concerning each measure.

#### Mississippi Valley Notes

The Lusk Agency at Grand Rapids, Mich., is planning an American Life school of life insurance, to begin Sept. 29. General supervision of the school has been given F. Dayton Davis, underwriter, and Ellsworth H. Marshall of the company's education department will assist.

John Maurin, an insurance agent at Fergus Falls, Minn., was arrested recently on the charge of having unlawfully accepted a check for \$94 for an insurance policy on the life of George Wellbrock. Mr. Wellbrock failed to receive the policy and on writing the company was informed that Maurin did not represent it. Maurin has been bound over to the district court, bail being fixed at \$1,000.

## IN THE SOUTH AND SOUTHWEST

### NO SOUTHERN STATES SALE

#### Deal Made by Cotton States Life Involved Business of Southern Insurance Company

Wilmer L. Moore, president of the Southern States Life of Atlanta, states that there was no foundation for a news article published recently to the effect that the Southern States was transferring to the Cotton States Life some of its business in Kentucky and Tennessee. "The Southern States has not sold any business to the Cotton States or any other company, nor does it contemplate doing so," says President Moore.

The business taken over by the Cotton States Life was secured from the Southern Insurance Company of Nashville, and through the error of a correspondent the transaction was incorrectly reported as involving the Southern States Life. Oury Harris, formerly secretary of the Southern Insurance Company, has become vice-president and general manager of the Cotton States Life.

### HEAR WILLIAMS AT RICHMOND

#### Agents of Northwestern Mutual in Virginia and North Carolina Hold Two-Day Conference.

A two-day conference of Virginia and North Carolina agents of the Northwestern Mutual Life, held in Richmond last week, was featured by talks by M. H. O. Williams, assistant superintendent of agents. At a luncheon the first day, Mr. Williams made a talk on salesmanship. At a banquet that evening, Mr. Williams discussed the "Obligation of the Agent to the Policyholder and to the Company." He went from Richmond to Washington to speak at a similar gathering and planned to attend meetings also in Baltimore, Buffalo and Cleveland before returning to the home office.

Upward of 40 agents attended the Richmond sessions. Among these were L. Watts Norton of Durham, N. C., who has paid for \$700,000 so far this year and expects to reach the million mark before the year is over, and Thomas N. Clark of Asheville, N. C., who so far has paid for \$600,000 this year. It was announced that Irving I. Held of Richmond is the leading agent in Virginia for 1924 in volume of paid for business. W. T. Nolley, Richmond general agent, assisted in the role of host by Fred Aunspaugh of Norfolk and W. C. Aunspaugh of Raleigh, who are in charge of the general agency work in those two cities, respectively, the style of the general agency being Aunspaugh, Nolley & Aunspaugh.

Norman H. Johnson, secretary of the Southern Wholesale Dry Goods Association, in an address on trade and business conditions, predicted that business is going to hold up well throughout the remainder of the year despite the presidential election.

#### Finds Texas Conditions Good

W. S. McLeod, general agency manager for the Southern States Life of Atlanta, spent a couple of weeks in Texas conferring with M. Y. Rockwell of Dallas and other company men regarding plans for an extensive drive for business during the fall. Mr. McLeod declared prospects were never better in Texas and that with \$500,000,000 cotton crop being sold, a million worth of oil being marketed daily, a \$75,000,000 grain crop being sold, \$1,000,000 worth of oil humor, there is no reason why insurance men should not write a record amount of business if they went after it. He said his company is going after business.

#### Texas Life's New Home Office

The Texas Life of Waco is to have a new home office. The company has purchased a building on Austin street in the heart of the business district and is now remodeling it to suit its conveniences. When the building is remodeled it will furnish commodious and modern offices for the company. The Texas Life should be in its new home before Christmas.

#### Arkansas General Agents Elect

The annual meeting of the General Agents & Managers Association of Arkansas, held in Little Rock, was well attended. There were reports from various standing committees.

The following officers were elected: C. G. Price, Union Central Life, president; James A. Preston, Missouri State Life, vice-president; J. R. McAllister, National Life & Accident, secretary and treasurer. It was decided to hold meetings monthly throughout the new year on the first Tuesday of each month.

This association was organized in 1915 and its membership is composed of all the leading general agents doing busi-



## The Systeman Security Holder

A highclass leather container for policies of all kinds, bonds, and other valuable papers.

It gives your client a service.

It gives you a record of his insurance, dates of maturities, expiration of terms, dates when policies are full paid.

You cannot use them without making money through their use, as a trial will demonstrate.

The Price is \$2.25.

There is a large size at \$3.15.

Liberal quantity discounts.

Send me the attached slip and look over the Holder.

**E. L. KAUFMAN**

Room 700, Austin Bldg.

111 W. Jackson Blvd.

Chicago, Ill.

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name .....

Address .....

## Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1883

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
Dr. J. H. IGLEHART, Medical Director



ness in Little Rock. The organization has stood for things that go to stabilizing and upbuilding of the life insurance business in Arkansas and has the thorough cooperation of all the membership.

#### Victory National Appointments

Duncan B. Curry, formerly with J. A. Rudolph of the National Life agency in Jacksonville, Fla., has become general sales manager of the Victory National Life, the new Florida company organized last year.

The company announces that H. H. Deane, its east coast agency supervisor, has resigned that position to take an agency for the company at West Palm Beach. Clarence Spencer, agency supervisor for the west coast department, has also resigned to take up general agency

work for the Connecticut General Life at Syracuse, N. Y.

#### Virginia Salesman Is Suicide

James Y. Jamieson, agent for the International Life at Chase City, Va., committed suicide in a hotel in Richmond, Sept. 19, after phoning an agent for the Provident Mutual Life at Richmond that he was going to end his life. The Provident Mutual man hurried to the hotel but arrived too late. Mr. Jamieson, according to friends, had become heavily involved financially as a result of speculating in farm lands. He was rated as a good salesman, having written \$75,000 for the International Life this year. Before connecting with this company, he was with the Atlantic Life for a time and also with the Provident Mutual.

## IN THE ACCIDENT AND HEALTH FIELD

### ISSUES NEW ACCIDENT POLICY

#### International Indemnity Offers Contract With Double Indemnity for Automobile Accidents

The International Indemnity of Los Angeles is issuing a new accident policy, the principal feature of which is double indemnity for automobile accidents. The policy covers "against loss resulting directly and independently of all other causes from accidental bodily injury." It is written with a principal sum of \$5,000, with \$25 weekly indemnity for total disability so long as disability continue, and \$12.50 weekly for partial disability for 52 weeks. The premium for select and preferred classes is \$26.50 annually; for extra preferred, \$35 annually, and for ordinary, \$47.50 annually.

The entire principal sum is paid for loss of life; both hands by severance, at or above the wrist; both feet by severance, at or above the ankle; one hand and one foot similarly; entire sight of both eyes, if irrecoverably lost; also entire sight of one eye and loss of one foot or one eye and one hand. One-half the principal sum is paid for loss of either foot and one-third of the principal sum for loss of sight of one eye or the thumb and finger of either hand. These principal sum payments are given in addition to the weekly benefits to which the assured may be entitled and are paid provided disability is total and continuous without time limit or within 180 days, irrespective of total disability.

#### Many Liberal Features

Total disability indemnity is paid if accident prevents insured from attending to any and every kind of duty pertaining to his occupation within 30 days from the date of the accident. Partial disability will be paid if insured is prevented from performing work essential to the duties pertaining to his occupation within thirty days from the date of the accident or from the date of cessation of total disability.

The double indemnity clauses pertaining to automobiles covers bodily injury sustained by the insured "(1) in consequence of an accident to a private automobile of the pleasure car type while the insured is driving the same or while riding therein; (2) in consequence of an accident to a public automobile (including taxicabs, auto bus or auto stage) while the insured is riding as a passenger therein." Double indemnity benefits include loss due to lightning stroke or in consequence of a hurricane or tornado, in addition to six other double indemnity clauses commonly found in all policies.

The policy provides elective indemnities, medical attendance indemnity to an amount not exceeding one week's single weekly indemnity; hospital indemnities to amount of 50 percent of the single weekly indemnity, not exceeding 20 weeks that the insured is

necessarily confined in a hospital; surgical operation fees as provided in the schedule and the usual identification indemnity not exceeding \$100. Clause 17 of the optional standard provisions providing for the pro-rating of claims is not in this policy. The policy does not cover "accidents, injury, disability, death or other loss caused directly or indirectly, wholly or partly by body or mental infirmity, ptomaines, bacterial infections (except pyogenic infections which shall occur simultaneous with and through an accident cut or wound) or by any other kind of disease."

#### General Counsel's Meeting

The General Counsels' Association of Accident & Health Companies, which met in connection with the convention of the International Claim Association at Chicago, has been performing a valuable service by sending mimeographed copies of court decisions to all company members from 60 to 90 days ahead of the publication of court records. The exchange of briefs and general cooperation has become an important factor. It is hoped some day to have a legal expert to brief cases of great importance and to give advice as to whether or not the case should be carried to court.

The following officers were elected at the meeting: President, M. P. Cornelius, Continental Casualty; vice-president, Edwin A. Jones, Fidelity & Casualty; secretary-treasurer, John A. Millener, Government Casualty, Columbus, O.; executive committee, Walter Seay, International Commercial Travelers; A. V. Rieke, Minnesota Commercial Men's; Jules Rosenberg, Kansas City, Mo.

The association has an active membership of 38 general counsels, and during the meeting it was decided to inaugurate a drive to secure at least 100 more during the year.

#### Aetna Adjusters Meet

A conference of the various supervising zone superintendents of the accident adjusting division of the Aetna Life was held in Hartford the week of Sept. 15. The meetings were held under the direction of Assistant Secretary E. C. Bowen and Supt. Logan Bidle.

#### Issues "Premium" Policy

DETROIT, MICH., Sept. 23—The National Casualty is issuing a travel accident policy only to the Menter Company, operating 42 stores in 41 cities, upon the plan whereby a policy is given with every purchase of \$20 or more. This is not announced as a free offer, but the cost of the policy is pointed out as included in the amount of the purchase, which is fixed arbitrarily at \$20 or more. The insurance departments of several states have expressed their opposition to any free offer in this connection.

On the whole the store policy is along the lines of the plan generally worked out by a number of newspapers all over the country whereby policies of a similar nature were offered. The National Casualty has not made any present plans for increasing this kind of business. Coverage provides for \$1,000 in case of death or payments of \$10 a week for eight weeks for total disability through accident.

## Provident Mutual

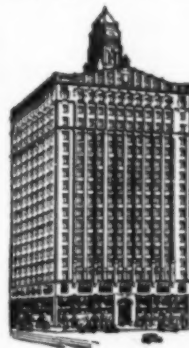
Life Insurance Company of Philadelphia  
Pennsylvania — Founded 1865

Over forty per cent of the new business of the Provident Mutual is upon the lives of old policyholders who not only evidence their satisfaction by insuring their own lives, but by recommending the Company to their friends.

Especially valuable to the agents of the Provident Mutual is the active good will of those whose Old Age Endowments have matured.

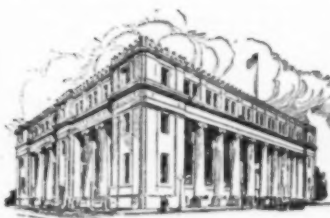
## EQUITABLE LIFE OF IOWA

Now Occupies Its  
**NEW 18-STORY  
HOME OFFICE BUILDING  
In Des Moines**



With increased facilities, it is now better prepared than ever before to render service to its policyholders, agents and friends.

## Over 1½ Million Policies Now In Force



Only four other life insurance companies in America have more policy contracts in force than this company. The following figures show its remarkable growth in the last ten years:

	Jan. 1, 1914	Jan. 1, 1924
Assets .....	\$ 7,804,230	\$ 40,113,271
Policies in Force...	503,302	1,552,809
Insurance in Force	73,455,636	351,149,583

Attractive opportunities open to competent agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

**The Western and Southern Life Insurance Co.**

W. J. WILLIAMS, President

CINCINNATI, OHIO

## THE UNITED STATES LIFE INSURANCE COMPANY

In the City of New York  
Organized 1820 Non-Participating Policies Only  
Over 70 Years of Service to Policyholders

Good territory for personal producers, under direct contract.

### HOME OFFICE

105-107 Fifth Avenue New York City

## Capable Policy-Placers

can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the application. Why not make inquiry now?

Union Mutual Life Insurance Co.  
PORTLAND, MAINE

Address:

ALBERT E. AWDE, Supt. of Agencies



Only high-type men and women can obtain contract to represent this company.

Open territory in Ohio and Minnesota. Interesting General Agent's contract direct with Company backed by real co-operation.

CLIFFORD MALONEY President  
JACKSON MALONEY Vice-President  
A. MORELEY HOPKINS, Manager of Agencies

Home Office Building  
111 N. BROAD ST., PHILADELPHIA, PA.

## ASSISTANT ACTUARY

Wanted by mutual company with more than \$150,000,000 in force. The position should be especially attractive to a man who has secretarial ability. Give complete information in letter to K-47, care of National Underwriter.

## Wanted—Cincinnati

On Liberal Salary and Commission, an Experienced Life Insurance Man, with Successful General Agency of Popular Company. Applicant Must Be Able to Secure, Train and Supervise Agents as Well as Being a Personal Producer.

Address K-46, Care The National Underwriter, Cincinnati Office.

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time, \$5.00.

# MUTUAL BENEFIT LIFE 1925 DIVIDENDS

## ORDINARY LIFE

Age at Issue	1st Div.	2nd Div.	3rd Div.	4th Div.	5th Div.	6th Div.	7th Div.	8th Div.	9th Div.	10th Div.	11th Div.	12th Div.	13th Div.	14th Div.	15th Div.	16th Div.	17th Div.	18th Div.	19th Div.	20th Div.
21	4.93	5.06	5.19	5.33	5.47	5.61	5.75	5.89	6.04	6.19	6.34	6.50	6.66	6.82	6.98	7.16	7.33	7.51	7.70	7.89
22	4.98	5.12	5.25	5.39	5.54	5.68	5.82	5.97	6.12	6.28	6.43	6.59	6.76	6.92	7.10	7.27	7.46	7.64	7.84	8.04
23	5.05	5.19	5.33	5.47	5.62	5.76	5.91	6.06	6.22	6.37	6.54	6.70	6.87	7.04	7.22	7.41	7.59	7.79	7.99	8.20
24	5.11	5.25	5.40	5.55	5.69	5.84	6.00	6.15	6.31	6.47	6.64	6.81	6.98	7.16	7.35	7.54	7.74	7.94	8.15	8.36
25	5.19	5.33	5.48	5.63	5.78	5.94	6.09	6.25	6.42	6.58	6.75	6.93	7.11	7.30	7.49	7.69	7.89	8.11	8.32	8.55
26	5.25	5.40	5.55	5.70	5.86	6.02	6.18	6.34	6.51	6.68	6.86	7.04	7.24	7.43	7.63	7.84	8.05	8.27	8.50	8.73
27	5.32	5.47	5.62	5.79	5.94	6.11	6.28	6.45	6.62	6.80	6.98	7.18	7.37	7.57	7.78	8.00	8.22	8.45	8.68	8.93
28	5.39	5.54	5.71	5.87	6.03	6.20	6.37	6.55	6.73	6.92	7.11	7.31	7.51	7.72	7.94	8.16	8.39	8.63	8.89	9.14
29	5.48	5.64	5.80	5.97	6.14	6.32	6.49	6.68	6.86	7.06	7.26	7.47	7.68	7.89	8.12	8.36	8.60	8.85	9.11	9.39
30	5.55	5.71	5.88	6.06	6.23	6.41	6.60	6.78	6.98	7.18	7.39	7.60	7.83	8.05	8.29	8.53	8.79	9.06	9.33	9.62
31	5.62	5.79	5.96	6.14	6.32	6.51	6.70	6.90	7.10	7.31	7.53	7.75	7.98	8.22	8.47	8.73	8.99	9.27	9.57	9.87
32	5.69	5.87	6.05	6.23	6.42	6.61	6.82	7.02	7.24	7.45	7.68	7.91	8.15	8.40	8.67	8.94	9.22	9.51	9.82	10.13
33	5.79	5.97	6.15	6.35	6.54	6.75	6.95	7.17	7.39	7.62	7.85	8.09	8.33	8.58	8.84	9.11	9.39	9.70	10.01	10.33
34	5.88	6.06	6.26	6.45	6.66	6.87	7.09	7.31	7.54	7.78	8.03	8.28	8.55	8.83	9.12	9.42	9.73	10.05	10.38	10.72
35	5.95	6.15	6.34	6.55	6.77	6.99	7.21	7.45	7.69	7.94	8.20	8.47	8.75	9.04	9.35	9.67	9.99	10.32	10.66	11.01
36	6.05	6.25	6.46	6.67	6.90	7.13	7.37	7.61	7.86	8.13	8.40	8.69	8.98	9.29	9.61	9.94	10.28	10.62	10.97	11.32
37	6.15	6.35	6.58	6.81	7.04	7.28	7.53	7.79	8.05	8.33	8.62	8.92	9.24	9.56	9.89	10.24	10.58	10.94	11.30	11.66
38	6.26	6.48	6.71	6.95	7.19	7.44	7.70	7.97	8.26	8.55	8.85	9.17	9.50	9.84	10.18	10.54	10.90	11.26	11.63	12.00
39	6.37	6.60	6.84	7.09	7.34	7.61	7.88	8.17	8.47	8.77	9.10	9.43	9.78	10.13	10.48	10.85	11.22	11.59	11.97	12.35
40	6.48	6.72	6.97	7.23	7.50	7.78	8.07	8.37	8.69	9.02	9.35	9.70	10.06	10.42	10.79	11.17	11.55	11.93	12.32	12.71
41	6.61	6.87	7.13	7.40	7.69	7.98	8.29	8.61	8.94	9.29	9.64	10.00	10.37	10.75	11.13	11.52	11.91	12.30	12.69	13.09
42	6.74	7.00	7.27	7.57	7.87	8.18	8.51	8.85	9.20	9.56	9.93	10.30	10.68	11.07	11.47	11.86	12.26	12.66	13.06	13.47
43	6.88	7.14	7.42	7.72	8.03	8.34	8.67	9.01	9.38	9.75	10.13	10.52	10.92	11.32	11.73	12.13	12.54	12.95	13.36	13.77
44	7.03	7.33	7.64	7.96	8.30	8.65	9.01	9.39	9.77	10.16	10.56	10.96	11.36	11.77	12.19	12.60	13.02	13.43	13.85	14.27
45	7.21	7.53	7.86	8.20	8.56	8.93	9.31	9.70	10.09	10.50	10.91	11.32	11.74	12.16	12.58	13.01	13.43	13.86	14.28	14.70
46	7.40	7.73	8.08	8.45	8.83	9.21	9.61	10.02	10.43	10.84	11.27	11.70	12.12	12.56	12.99	13.42	13.86	14.29	14.71	15.14
47	7.60	7.96	8.33	8.72	9.12	9.52	9.95	10.35	10.78	11.21	11.65	12.09	12.53	12.97	13.41	13.85	14.29	14.73	15.17	15.60
48	7.81	8.19	8.59	8.99	9.41	9.84	10.29	10.72	11.17	11.61	12.06	12.52	12.97	13.43	13.88	14.33	14.78	15.23	15.67	16.12
49	8.07	8.48	8.89	9.31	9.74	10.18	10.63	11.08	11.54	11.99	12.45	12.92	13.38	13.84	14.30	14.76	15.21	15.66	16.11	16.55
50	8.35	8.77	9.20	9.64	10.09	10.55	11.01	11.48	11.95	12.42	12.89	13.37	13.84	14.31	14.78	15.24	15.70	16.16	16.62	17.06
51	8.63	9.07	9.53	9.99	10.45	10.93	11.41	11.89	12.37	12.85	13.34	13.82	14.30	14.78	15.26	15.74	16.20	16.67	17.13	17.58
52	8.94	9.41	9.88	10.36	10.85	11.34	11.83	12.32	12.82	13.32	13.82	14.31	14.80	15.29	15.78	16.26	16.73	17.20	17.67	18.13
53	9.29	9.78	10.27	10.77	11.27	11.77	12.28	12.79	13.30	13.81	14.32	14.82	15.33	15.83	16.32	16.81	17.29	17.77	18.24	18.70
54	9.66	10.16	10.68	11.19	11.71	12.24	12.76	13.28	13.81	14.33	14.85	15.36	15.88	16.38	16.89	17.38	17.87	18.36	18.85	19.32
55	10.07	10.60	11.13	11.66	12.20	12.74	13.28	13.82	14.35	14.88	15.42	15.94	16.47	16.98	17.49	18.00	18.50	18.98	19.45	19.90
56	10.48	11.03	11.58	12.13	12.69	13.24	13.80	14.35	14.90	15.44	15.99	16.53	17.06	17.58	18.10	18.62	19.11	19.59	20.07	20.53
57	10.94	11.50	12.07	12.63	13.20	13.77	14.34	14.92	15.49	16.05	16.60	17.15	17.69	18.23	18.76	19.27	19.77	20.25	20.73	21.21
58	11.42	12.01	12.60	13.19	13.78	14.37	14.95	15.54	16.11	16.69	17.25	17.81	18.37	18.91	19.44	19.95	20.45	20.94	21.44	21.93
59	11.95	12.56	13.17	13.78	14.38	14.99	15.59	16.18	16.77	17.36	17.94	18.51	19.07	19.62	20.15	20.66	21.17	21.68	22.19	22.72
60	12.49	13.13	13.76	14.38	15.01	15.63	16.25	16.86	17.46	18.06	18.65	19.23	19.80	20.34	20.88	21.41	21.93	22.46	23.01	23.56
61	13.10	13.75	14.40	15.05	15.69	16.33	16.96	17.59	18.21	18.82	19.42	20.01	20.57	21.13	21.67	22.22	22.77	23.33	23.90	24.51
62	13.75	14.42	15.09	15.76	16.42	17.08	17.73	18.37	19.00	19.63	20.23	20.82	21.40	21.96	22.52	23.07	23.62	24.27	24.91	25.53
63	14.44	15.13	15.83	16.51	17.19	17.87	18.53	19.19	19.84	20.48	21.10	21.68	22.25	22.81	23.34	23.88	24.42	25.06	25.69	26.31
64	15.18	15.90	16.61	17.32	18.02	18.71	19.40	20.07	20.72	21.36	21.98	22.56	23.13	23.68	24.21	24.74	25.28	25.92	26.56	27.19
65	15.96	16.70	17.44	18.17	18.89	19.60	20.30	20.98	21.64	22.28	22.92	23.55	24.19	24.84	25.51	26.22	26.92	27.60	28.23	28.85
66	16.81	17.57	18.34	19.09	19.83	20.55	21.26	21.95	22.62	23.28	23.94	24.61	25.29	25.98	26.72	27.45	28.16	28.82	29.46	30.13
67	17.73	18.53	19.31	20.08	20.84	21.58	22.30	23.00	23.68	24.37	25.07	25.78	26.50	27.27	28.03	28.77	29.46	30.13	30.82	31.56
68	18.72	19.54	20.35	21.14	21.91	22.66	23.39	24.11	24.82	25.55	26.29	27.05	27.85	28.65	29.41	30.17	30.83	31.56	32.33	33.15
69	19.79	20.64	21.46	22.27	23.05	23.81	24.57	25.31	26.07	26.83	27.60	28.40	29.21	30.01	30.80	31.60	32.35	33.16	34.02	34.84
70	20.94	21.81	22.65	23.47	24.27	25.05	25.84	26.63	27.44	28.27	29.10	30.02	30.86	31.64	32.41	33.20	34.05	34.94	35.80	36.55

## TWENTY PAYMENT LIFE

Age at Issue	1st Div.	2nd Div.	3rd Div.	4th Div.	5th Div.	6th Div.	7th Div.	8th Div.	9th Div.	10th Div.	11th Div.	12th Div.	13th Div.	14th Div.	15th Div.	16th Div.	17th Div.	18th Div.	19th Div.	20th Div.
21	5.06	5.32	5.59	5.88	6.17	6.47	6.77	7.08	7.40	7.73	8.07	8.42	8.79	9.16	9.55	9.95	10.36	10.79	11.23	11.69
22	5.12	5.39	5.67	5.96	6.25	6.55	6.86	7.18	7.50	7.83	8.18	8.54	8.91	9.28	9.68	10.08	10.51	10.94	11.40	11.86
23	5.19	5.46	5.74	6.03	6.33	6.63	6.95	7.27	7.60	7.94	8.29	8.65	9.02	9.41	9.81	10.23	10.66	11.10	11.56	12.04
24	5.27	5.55	5.84	6.13	6.43	6.74	7.06	7.38	7.71	8.06	8.42	8.78	9.17	9.56	9.97	10.39	10.83	11.28	11.75	12.24
25	5.34	5.62	5.91	6.21	6.51	6.82	7.14	7.47	7.81	8.17	8.53	8.90	9.29	9.69	10.11	10.54	10.99	11.45	11.93	12.43
26	5.40	5.69	5.98	6.28	6.59	6.90	7.23	7.57	7.91	8.27	8.64	9.02	9.42	9.83	10.25	10.69	11.15	11.62	12.12	12.62
27	5.48	5.76	6.06	6.36	6.68	7.00	7.33	7.67	8.02	8.39	8.76	9.15	9.56	9.98	10.41	10.86	11.32	11.80	12.30	12.82
28	5.54	5.83	6.13	6.44	6.75	7.08	7.42	7.76	8.13	8.50	8.88	9.28	9.69	10.12	10.56	11.02	11.49	11.98	12.50	13.03
29	5.63	5.92	6.22	6.54	6.86	7.20	7.54	7.89	8.26	8.64	9.03	9.44	9.86	10.29	10.74	11.21	11.70	12.20	12.72	13.26
30	5.68	5.98	6.29	6.61	6.94	7.28	7.63	7.99	8.36	8.75	9.15	9.57	10.00	10.44	10.90	11.38	11.88	12.39	12.93	13.48
31	5.77	6.07	6.39	6.72	7.05	7.39	7.75	8.12	8.50	8.90	9.31	9.73	10.17	10.62	11.09	11.59	12.09	12.62	13.17	13.74
32	5.85	6.17	6.49	6.81	7.16	7.51	7.88	8.25	8.64	9.05	9.46	9.90	10.35	10.81	11.30	11.80	12.32	12.86	13.42	14.00
33	5.93	6.25	6.57	6.91	7.26	7.62	7.99	8.38	8.78	9.19	9.61	10.06	10.52	11.00	11.49	12.01	12.54	13.09	13.66	14.25
34	6.02	6.33	6.67	7.01	7.37	7.74	8.12	8.51	8.92	9.34	9.79	10.24	10.71	11.20	11.71	12.24	12.78	13.34	13.92	14.51
35	6.10	6.43	6.77	7.12	7.49	7.86	8.25	8.65	9.07	9.51	9.95	10.42	10.90	11.41	11.93	12.47	13.03	13.60	14.18	14.78
36	6.19	6.53	6.88	7.24	7.61	8.00	8.40	8.81	9.24	9.68	10.14	10.62	11.12	11.64	12.17	12.72	13.29	13.86	14.46	15.07
37	6.29	6.63	6.99	7.36	7.74	8.14	8.54	8.97	9.41	9.86	10.34	10.83	11.34	11.87	12.42	12.98	13.55	14.14	14.74	15.35
38	6.39	6.74	7.11	7.48	7.87	8.28	8.70	9.13	9.59	10.05	10.54	11.05	11.57	12.11	12.67	13.23	13.82	14.41	15.02	15.64
39	6.50	6.87	7.24	7.63	8.03	8.44	8.87	9.32	9.79	10.27	10.78	11.30	11.83	12.38	12.94	13.52	14.11	14.71	15.32	15.95
40	6.61	6.98	7.37	7.76	8.18	8.61	9.05	9.51	9.99	10.49	11.01	11.54	12.08	12.64	13.21	13.80	14.39	15.00	15.62	16.25





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We want you to take charge of our general agency at Peoria, Illinois; to cash in on the immense opportunity which this rapidly growing, prosperous city presents. It will take a big man to swing it.

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NOTE: We also have an unusually attractive, special contract for good salesmen whose experience is limited.

## HOME LIFE INSURANCE CO

New York

ETHELBERT IDE LOW, President

The 64th Annual Report shows:

Premiums received during the year 1923	\$ 7,666,558
Payments to Policyholders and their Beneficiaries in Death Claims, Endowments, Dividends, etc.	5,871,564
Increase in Assets	2,691,597
Actual Mortality 56% of the amount expected.	
Insurance in Force	247,373,219
Admitted Assets	46,666,222

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Central and Southern Ohio and

Northern Kentucky

Rooms 601-606 The Fourth Nat. Bank

Building

CINCINNATI, OHIO

HOYT W. GALE

General Manager for Northern Ohio

229-233 Leader-News Building

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of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

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INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President

A few agency openings for the right men

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## NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

### American National, Mo.

The American National of St. Louis has put into effect the following premium rates on ordinary life plan, ages 61 to 65 inclusive: Age 61, \$68.01 annually, \$35.03 semi-annually and \$17.85 quarterly; age 62, 72.08, annually, \$37.12 semi-annually and \$18.92 quarterly; age 63, \$76.46 annually, \$39.38 semi-annually, and \$20.07 quarterly; age 64, \$81.17 annually, \$41.80 semi-annually, and \$21.31 quarterly; age 65, \$86.22 annually, \$44.40 semi-annually, and \$22.62 quarterly.

### Minnesota Mutual

The Minnesota Mutual announces that the dividend schedule for the year from Sept. 1, 1924, to Aug. 31, 1925, will be the same as that used the past year.

## WITH INDUSTRIAL MEN

### TAX TANGLE IN CINCINNATI

**Question Whether Industrial Life Men Also Writing Accident and Health Must Pay Extra**

CINCINNATI, O., Sept. 24.—Cincinnati city authorities do not yet seem to be entirely clear as to interpretation of the occupation tax ordinance as it affects insurance solicitors. The intent of the framers of the ordinance seems to have been to group insurance into three classes, the industrial insurance man or solicitor, the general insurance office and its representatives selling everything except life insurance and finally the life insurance agent selling ordinary life exclusively. Some confusion in the interpretation has arisen in deciding what treatment shall be accorded to the industrial life insurance agent who also sells accident and health insurance. At this time, the city government is not taxing the industrial life insurance agent who writes also industrial accident and health more than the one occupational tax, that for writing industrial life.

On the other hand, agents of the Metropolitan Life, which company also writes commercial accident and health, are called upon to pay the full \$15 a year occupational tax if they write any commercial accident and health insurance. The regular fee for the industrial life representative is \$2 a year. The consequence is that the agents for the Metropolitan Life are not taking out a license to write accident and health insurance until they actually have a premium in sight, all of which, of course, militates against the free writing of the business and no doubt prevents the placing of many policies. It requires some measure of initiative for the industrial life agent to go out of his beaten track on one or two afternoons a week to solicit commercial accident and health and if in addition, he feels that before writing it, he must pay a city license tax of \$15, he is likely to forego any effort in that direction.

Once or twice the city government in Cincinnati has raised the question as to whether or not the industrial life man, also writing industrial accident and health, and now paying only \$2 a year, should pay the \$15 accident and health tax in addition, but thus far the point has not been pressed.

### Prudential News

Agent Harry E. Luckins of the Zanesville, O., district of the Prudential (Newark, O., assistant) proceeded to go after the place of honor among his associates in that district, with the result that he is now at the head of the procession in industrial net increase for 1924.

Agent Lee A. Butler of the Dayton, O., district, who was the industrial leader in

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

## Our Agents Have A Wider Field— An Increased Opportunity

Because we have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO

B. R. NUESKE, President

## THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

## The Mutual Life Insurance Company of New York

34 Nassau Street, New York

## Insurance Record, 1923

New Insurance . . . \$ 96,148,025

Insurance in Force . . . 719,421,634

Increase of \$58,623,876 which is 61%  
of the New Business

## New England Mutual Life Insurance Company of Boston, Massachusetts

## Northwestern National Life Insurance Company

Minneapolis, Minn.

Mutual.....Legal Reserve

Assets.....\$16,666,178.00

Surplus.....\$1,427,367.00

Insurance in Force.....\$173,309,166.00

The COMPANY has \$109.37 of assets for each \$100  
of liabilities

Rate of Interest Earned, 1923.....6.20%

Mortality, 1923.....41.3%

Liberal direct agency contracts available in Pennsylvania, Virginia, Southern Indiana, Southern Ohio, and Kentucky to men of ability and record of successful results in personal production and organization.

## Satisfaction

**T**HAT'S a big word—satisfaction. What does it mean? If there were a dictionary handy, we could tell you what the lexicographer says it means. But we don't need a dictionary to arrive at the meaning.

A glance over our lapse ratio; a talk with any of our family of salesmen; a trip through our general offices; these give an eloquent, though perhaps subtle, definition of satisfaction.

Our policy holders are satisfied that they are protected by a company built on a conservative foundation. Our sales force is satisfied that they are working for a company which has their interests at heart. Our office force is satisfied that their work is appreciated.

Satisfaction can go too far.

We are satisfied with the trend—but we are not satisfied to sit back and let things drift along with the serene conviction that everything is all right and will stay that way.

Constructive, forward-looking development is in the air here. The accomplishments of the past mean nothing to us but an incentive to greater accomplishments in the future. This is the atmosphere of the Great Northern Life. This accounts for the fact that our whole organization is happy.

**Great Northern Life  
Insurance Company**  
110 So. Dearborn St.

**CHICAGO**

his district for last year, has captured the honors in Dayton in ordinary for 1924.

Assistant Irving T. Hales, formerly of Tiffin, O., was recently transferred to Elyria, O., while Assistant James T. Sertell of the latter place took charge at Tiffin, both offices are detached from the Sandusky, O., district.

Superintendent E. O. Rodier of the Norwich, Conn., district, has two assistant superintendents on his staff, Thomas F. Mullen and Richard Mitchell, who lead Division B, standing first and sec-

ond respectively in gross advance payment percent.

Agent Harry Meyer of the Brooklyn No. 4 district, has the distinction of being the leading ordinary agent of his district; also standing number two in Division B.

### Rowlett Promoted

Charles Rowlett, assistant superintendent of the Prudential at Louisville, Ky., has been promoted to the superintendency of the New Orleans district.

## NEWS OF LOCAL ASSOCIATIONS

### BOSTON'S ROUSING MEETING

**Life Underwriters Association There Starts Off Fall Season With Great Gathering**

BOSTON, MASS., Sept. 23.—Nearly 150 members of the Boston Life Underwriters Association came out Thursday noon for the first monthly luncheon of the fall season. President Clinton A. Ferguson was presiding officer. Edward I. Brown explained the courses of life insurance training in Northeastern University and Boston University starting within the next few days and urged the active support of the association in securing large classes. George A. Morse had something to say as to boosting New England in the present campaign. D. C. Robens, former president of the Connecticut Life Underwriters Association, was introduced and spoke briefly.

#### Clark Reviews Conventions

Paul F. Clark of the John Hancock, the only New Englander who attended the National Association convention at Los Angeles, and was elected third vice-president, as he says because he was the only one there from New England, gave a most instructive and comprehensive review of the salient points of the national convention. He believed it the most important convention the association had ever had. His general conclusion was that life insurance was stepping forward faster than the average agent can follow, that the business is becoming more professionalized and will demand more training than ever before. He prophesied that a longer period of apprenticeship would be demanded in the future of the new men in the business.

#### Insurance Playlet Presented

The closing feature of the luncheon was the presentation of a dialogue, taken from the hit of the national convention, "The Heart of the Estate," which was presented by local talent. Franklin W. Ganse acted as the lawyer, Lloyd K. Allen was the deposit vault official, Lloyd K. Bemis was the son in college and Mrs. Helen McDaniel was the widow. The latter is a daughter of the late Kate Ryan, one of the last survivors of the famous Boston Museum stock company, and as might have been expected she brought much touching histrionic talent into the cast. The sketch was ably acted and appealing and it is expected that it may be presented in many other places in the near future.

Announcement was made that Dr. S. S. Huebner had been secured as the speaker for the next meeting, Oct. 17.

Indianapolis, Ind.—The Indianapolis association will hold its opening fall meeting, Sept. 26, following a luncheon at the Severin hotel. John A. Reynolds, assistant treasurer of the Union Trust Company of Detroit, will speak on "Our Experience in Cooperation with Life Insurance Companies." His trust company has done some particularly good advertising in connection with life insurance and, as he is a forceful, "rapid-fire" speaker, the committee on program feels that a good start for the year will be made with this meeting.

Lafayette, Ind.—The Lafayette association has held its first meeting of the fall season. Meetings will now be held the first Saturday of each month; a

luncheon, an address and various entertainment features will make up the monthly programs. The speaker at the opening meeting was T. A. Griffin of the Bankers Life, who told of his recent trip to Canada and through New England and the east.

Kansas City, Mo.—Fall activities for the Greater Kansas City association will begin Sept. 26, with a meeting at Mission Hills Golf Club that will include a golf tournament, dinner and a business session. This golf tournament will be the start of an annual affair, the competition being for a trophy provided by W. T. Grant, president of the Business Men's Assurance and known as the W. T. Grant Cup. It will be played for each year until one man has won it three times, not necessarily consecutively, when it shall become his property.

The business part of the event will have an address by Charles J. Rockwell, dean of the life insurance school of Pittsburgh university, whose course is now being given to about 100 men at Kansas City. Following this address, the program of work for the coming year will be outlined. First in interest for life insurance men generally will be the appointment by President Myers of the committees to make arrangements for the national convention next year.

Oklahoma City, Okla.—At a recent meeting of the executive committee of the Oklahoma association plans for the activities for the ensuing year were submitted by President C. C. Day and approved by the committee. They involve holding one big monthly meeting instead of the former bi-monthly, for each of which the program will be built around an out-of-town speaker of note. The committee believes that a speaker from another city will command a larger attendance at the meetings than a local man, and will prove a means of inducing additional membership.

The executive committee went on record as endorsing the president's outline of the educational movement to put on the Carnegie course in the territory. It was further decided to issue a monthly bulletin to chronicle all happenings in connection with the underwriters. The first regular meeting of the association is scheduled for Sept. 27.

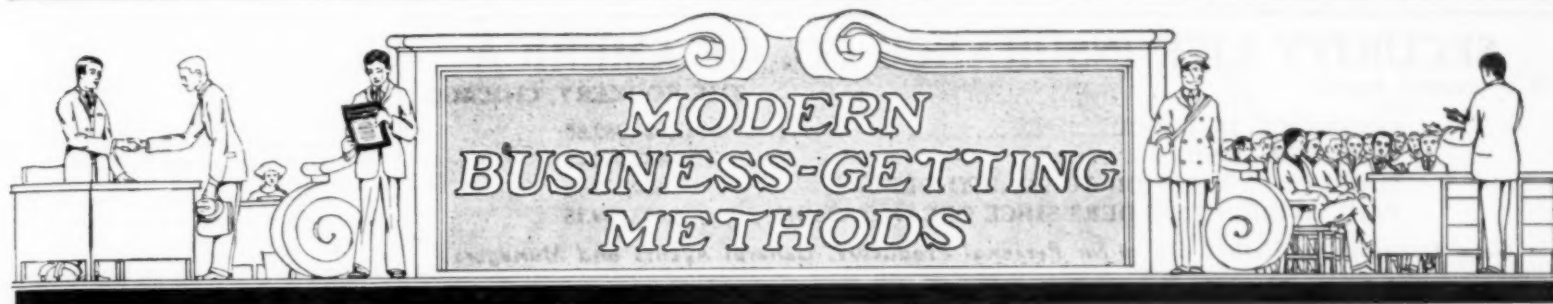
Buffalo, N. Y.—Plans have been made by the Buffalo Life Underwriters for an interesting fall and winter program. Monthly meetings will be held. Most of the speakers will talk specifically on insurance and allied subjects.

Dr. C. W. Gerstenberg, chairman of the board of directors of Prentice-Hall Company, New York, spoke at the September meeting on "Inheritance Taxation in America."

Grand Rapids, Mich.—The Grand Rapids association held its first meeting after the holiday rest. An enthusiastic bunch came together. Harry M. Truesdell, the new president, presided. The "pep" and vim engendered betoken a year of unusual activity. A. G. Green and C. L. Conger reported on the Los Angeles convention. Wendell B. Luck announced plans of the American Life for a school for life insurance training to continue for a month this fall in Grand Rapids and generously invited all life underwriters to attend its sessions gratuitously. J. Bashford and Henry Becker also were among the speakers.

Mansur B. Oakes of the Insurance Research & Review Service, Indianapolis, will be the speaker at Decatur, Ill., Association dinner Friday night. E. M. Spence, president of the organization, announced this week. "How to Speed Up Underwriting Inside of 30 Days" will be Mr. Oakes' topic. It will be ladies' night.





## Some Suggestions Are Made as to the Training of New Life Insurance Agents and Guiding Them Along Ways of Success

**H**UGH D. HART of Hart & Eubank, new managers of the Aetna Life in New York City, has had much experience in training agents. Mr. Hart, before going to New York City, was one of the partners in the Little Rock general agency. His views are of interest. He spoke before the recent managers' conference, as follows:

### Should Understand the Business of Life Insurance

The training of agents is a process that may be divided into two parts. First, prospective agents should be given all the facts that will enable them intelligently to understand the business of life insurance, in order that they may authoritatively counsel with their prospects upon their life insurance needs, and supply those needs. Certainly this is fundamental; but the general agent who goes no further than that has, in my judgment, missed a large opportunity, in that he has failed to give to the embryo agent the inspiration that he needs at the time he is being loaded

down with necessary facts. These facts sometimes carry inspiration, but inspiration plus facts equals action, and action in the last analysis is the thing we seek.

### Training of Life Agents Is a Selling Process

The training of agents should be recognized as a selling process. In this selling process, we should consider five separate and distinct sales features. First, you should make the agent sell himself to you. Second, you should sell yourself to the agent. Third, you should sell the life insurance vocation to the agent. Fourth, you should sell the company to him. Fifth, you should sell the prospective agent to himself.

In making an agent sell himself to you he should first be put at his ease. Next, put the burden upon him to prove that he can sell insurance. Third, analyze himself to himself, and watch the reaction, and in the course of that do not fail to say some things that he may recognize as critical. Fourth, try out his mettle by going quizzically into his

past record. Criticise some of his acts if they should be criticised, and praise them if they should be praised. Fifth, ask him why he decided to consider your agency. That information is valuable, for it will indicate just how the processes you are using to get new men are reacting.

### What Should be the Attitude of the Manager?

In selling yourself to the agent the manager should display an attitude of cordiality; he should be democratic, enthusiastic, and human; because he is in a sense selecting a partner, and a happy association between men constitutes one of the finest rewards that accrues from a life work.

Another phase of the problem of selling yourself to the agent is in telling him about some of your problems, and asking his advice as to how he would solve them. Tell him some of your life story, being careful to avoid any hero angle, because the world despises an egotist and you will get no further in selling yourself to an agent through self-praise than an agent would get with you by the same method.

### Believes That Agents Should Have Sense of Humor

Encourage him to tell you his life story as thoroughly as you have told

yours. It makes it easier for him to reveal himself to you. Again, ascertain whether your man has a sense of humor. I would not associate myself with anyone who lacked this quality. A sense of humor is like a pneumatic tire that eases the automobile over many of the rough bumps of the road.

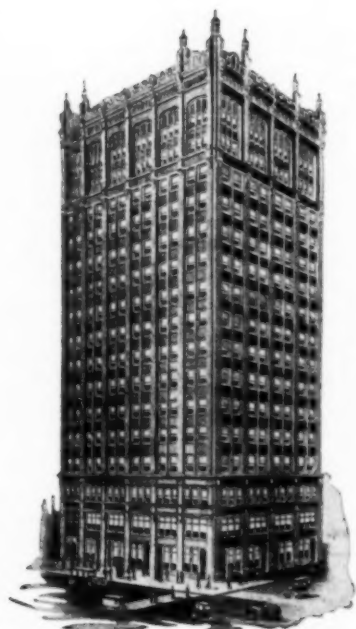
The next process—that of selling the insurance business to the prospective agent—hinges upon selling the idea or implanting in his consciousness the conviction that he is selecting a life work. There are three tests in this decision that every man should apply when the time comes for him to select his life work. First, he should ask—"What are its pitfalls?" Second, "What are its opportunities?" Third, "What are the qualities required to make a success, to overcome the pitfalls, and to avail oneself to the opportunities?"

### Pitfalls Should Be Painted in the Blackest Ink

That a man may have no false illusions, I paint the pitfalls in the blackest ink. I tell him that there is no stated income. I tell him of the disappointments and discouragements that every life insurance agent meets. I outline the dangers of being his own boss, and lay a great deal of emphasis upon the necessity for hard work; I let him know in the very beginning that life insurance is

## Back In Harness

Vacation days are about over. The call of the wild has abated somewhat. The lure of the open road is not quite so strong. Most everyone is back at work, ready for greater efforts than ever before. Now is the time to sell insurance. Conditions are much better. Money is easier. Are you going to make production for the remainder of 1924 something to be proud of, something to be talked about? You should. Agents of the Peoples Life are out to set a production record. And they are going to do it. Why? Because they have the inspiration, the policies, and a company which will give them every possible aid in putting this over. With such a line-up they cannot fail.



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ERNEST C. MILAIR, Vice-President and Secretary

a road leading to success, but only through byways beset with extremely arduous duties.

If he weathers this storm of discouragement and comes up for more, then it would seem that I have found the man we want in the company. It is at this point that I dwell upon the opportunities of the life insurance business, and talk to him about the bondage of the salary dependent. Also at this point I attempt to overcome any tendency to false pride by depicting the man who believes it is beneath his dignity to solicit anything.

### Service to Mankind Is Big Feature of the Business

Having brought the new agent to this point, I suggest literature and books for him to read, pointing out particularly Edward A. Wood's great book. The final proposition is to paint a picture of his future in the profession—financial independence, fame, and the satisfaction of having served mankind.

Every single individual has a different method, and yet fundamentally follows the same course. The sad thing to me is that there is not a standard plan for the training of men, and the determination of a definite period of time for the original training as well as a definite determination of the kind of assistance that should be given to the new man. We should have standard material that will enable us to handle this problem in a uniform way, so that we will have the same general methods of training men throughout the nation.

### See to Teach in Vanderbilt

Frank M. See, general agent for the Massachusetts Mutual Life at Nashville, has notified the administrative officers of the Vanderbilt extension school that he will teach his class in life insurance salesmanship in the school during the first term. Mr. See is president of the Tennessee Life Underwriters' Association and was recommended to the administrative officers by an informal gathering of insurance officers. He is a graduate of the University of Missouri.

### OFFICE MANAGEMENT IS SHOWN IMPORTANT FACTOR (CONTINUED FROM PAGE 13)

tized and organized so that no improvement is possible, it is already decadent.

"It is important to remember that business management cannot be entirely learned from text books. Office managers and executives should get away more frequently for a serious survey and study of what others are doing who have successfully met the same or similar problems. There is no more important problem than to inspire and perfect educational development among life insurance personnel, and it is essential that this education should not be confined to the office boys and typists. I have a feeling that in some companies the spread of enthusiasm for education in modern office practice has discriminated against the executives. Enthusiasm for better methods is contagious, and there is no surer way for it to reach others than for each executive to make of himself a center for the spread of contagion.

### Will Cut Competition

"When in the course of time the new building is completed, modern personnel methods established, the most up-to-date mechanical equipment installed, common functions such as filing, correspondence, messenger service, etc., centralized, scientific medical selection, agency development, accounting and miscellaneous office practice reduced to the simplest and most direct methods, and all under competent and balanced control, then will the company not have to fear competition from any sources for it will be establishing its own unassailable standards of economy and service. No resolutions or agreements will be necessary to prevent its agents from being lured away; the public will be receptive to its approach; its policyholders will be permanent patrons and customers."



# *Knights of The Needy!*

**I**N THESE AFFLUENT TIMES when so much is being said and printed about million-dollar policies taken for the purpose of paying estate and inheritance taxes on great fortunes, it is well for us to lower our eyes once in a while and observe the blessings brought to those in humble walks of life by those lowly full-time and part-time life insurance advocates who toil day in and day out among those prospects to whom the premium on even \$1,000 of life insurance means some personal sacrifice.

Do you think that the story of Mr. Million Bucks, who recently passed away, and who by carrying several millions of life insurance saved his estate from being "gypped" by Uncle Sam to the tune of two millions of dollars, impresses the advantages and the solemnity of life insurance upon the heart and mind of Mr. Average Citizen as profoundly and reverently as does this letter from a little girl whose father left her only \$1,000 of life insurance?

Morris & Plunkett, District Managers  
Illinois Life Insurance Co.  
Viola, Illinois

Kewanee, Illinois,  
February 22, 1924

Gentlemen:

I received your letter telling me that you paid my guardian \$1,000 on the life insurance policy carried by my father who died a short time ago. I am more grateful than I can tell you, as this money will not only be a great help to me but to my mother, as without it, I would be dependent upon her entirely. She works every day and we live with my grandmother who is not at all well.

For many months just past I have been crippled. I broke my ankle and tuberculosis set in the bone, so for a long time I had my foot in the cast and had to use crutches. The last six months I have been wearing a brace and going to school. Now the doctor says my foot is cured but I will have to be careful always, so I want a good education and the money will help my mother to send me through school.

P. S. Many thanks to you.

Yours very truly,  
(Signed) Miss Irene Bell Wallace.

**KNIGHTS OF THE NEEDY!** Indeed they are, those splendid men who strive in season and out of season to insure those humble fathers and mothers, the payment to whose children of one thousand dollars of life insurance money means more to the heart and security of America than all the million-dollar life insurance payments that have or ever shall be made to the beneficiaries of millionaires.

The Illinois Life operates in only seven states, Illinois, Indiana, Kansas, Michigan, Missouri, Oklahoma and Georgia.

We are not seeking representatives from the organizations of other companies, and we do not accept any brokerage business, therefore, this advertisement is published solely for the encouragement of those men who may sometimes feel that because they do not write large policies they are not of much value in the life insurance world.

## **Illinois Life Insurance Company CHICAGO**

JAMES W. STEVENS, Founder

### **GREATEST ILLINOIS COMPANY**

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*The Illinois Life is the Dean of the Illinois Legal Reserve Life Insurance Companies*



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